

Vogue



Christmas Gifts

DECEMBER · 1 · 1934 · PRICE 35 CENTS

© THE CONDÉ NAST PUBLICATIONS, INC.

"CANADIAN CLUB"



Happy Choice!



From man to man, Hiram Walker's fine old bottled-in-bond "Canadian Club" is a gift well selected. One of the great whiskies of the world, it is a tribute to the taste of the one who receives it . . . a compliment to the friendship which inspires the gift. The same can truly be said of Hiram Walker's De Luxe Bourbon . . . of Hiram Walker's London Dry Gin . . . of all the many quality brands of the famous old house of Hiram Walker & Sons. For all are products of the rich experience of 75 years of continuous distilling. All meet exacting requirements of purity and excellence, and all can be chosen with the definite assurance that they are as fine values as can be obtained.

Hiram Walker & Sons

DETROIT, MICHIGAN

DISTILLERIES AT PEORIA, ILLINOIS, AND WALKERVILLE, ONTARIO, CANADA

This advertisement is not intended to offer this product for sale or delivery in any state or community wherein the advertising, sale or use thereof is unlawful.

TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS



*Diamonds and Pearls
Noteworthy Quality*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK

PARIS

LONDON

You should Consider—

STOCKING UP
ON SILVER



					 L'AMOUR COMB, BRUSH, MIRROR \$30.00 FINESSE COMB, BRUSH, MIRROR \$40.00 BRIDESMAID COMB, BRUSH, MIRROR \$45.00 SERENADE COMB, BRUSH, MIRROR \$25.00
WEDGWOOD	ORCHID	PINE TREE	CONTINENTAL	FONTAINE	
EMPRESS	1810	TROUSSEAU	GADROON	MINUET	

WHETHER your own silver chest needs stocking, or you are playing Santa Claus to someone else, silver is a thought to act upon this Christmas. For silver is going up! The Silver Purchase Act means just that. It may be years before you can buy Sterling so reasonably as now!

So do some hinting on your own account, and inquire what gifts of silver would please your friends. Then hie you to the shop that sells International Sterling and see how the smart and beautiful designs glorify each item on your list.

★ Write for booklet giving descriptions and

prices of these patterns. If you'd like also our useful book, "Correct Table Setting," enclose 10¢ in your letter.

WILCOX & EVERTSEN
INTERNATIONAL SILVER CO. SUCCESSOR
Sterling Silver Division
WALLINGFORD . . . CONNECTICUT

INTERNATIONAL *Sterling*

BEST'S PUERTO RICAN HANDMADE SETS MAKE CHARMING GIFTS

SET
NO. 42

Panties
sizes 14 to 20
3.95



Slip
sizes 14 to 40
7.95



Gown
sizes 14 to 20
9.75

Pure dye
pure silk crepe
in tearose
with handrun
Alençon and
hand embroi-
dery

Panties
sizes 14 to 20
2.95



Slip
sizes 14 to 42
3.95

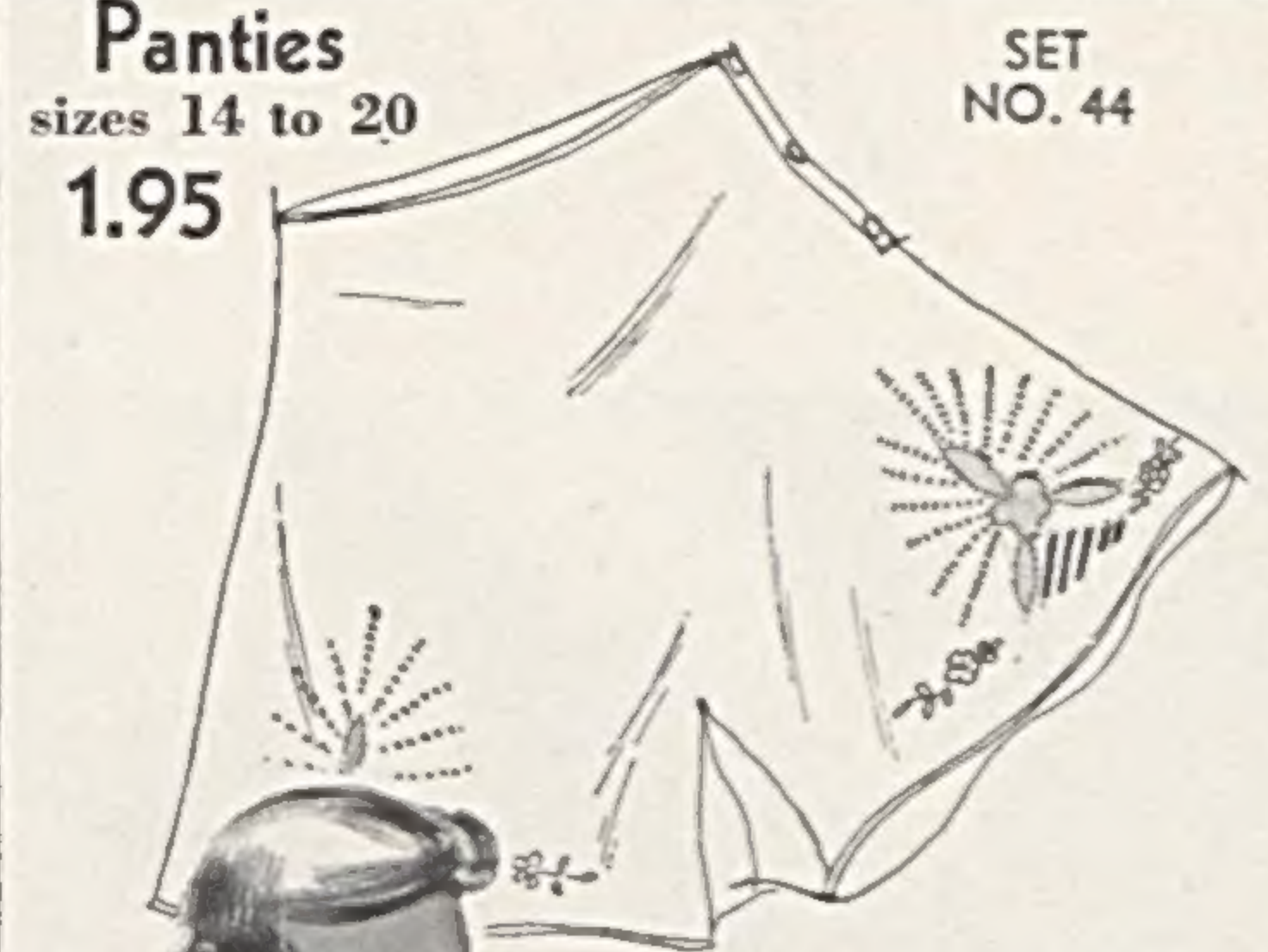


Gown
sizes 14 to 20
4.95

Pure dye
pure silk crepe
in tearose
with Binche
lace
and Point Turc
embroidery

SET
NO. 43

Panties
sizes 14 to 20
1.95



Slip
sizes 14 to 42
2.95

Gown
sizes 14 to 20
3.95



Pure dye
pure silk crepe
in tearose
with blue satin
applique and
Point Turc em-
broidery

MAIL ORDERS FILLED

Best & Co. • Fifth Avenue • New York

"VOL DE NUIT"

NIGHT FLIGHT



Le Parfumeur de l'Élégance après L'HEURE BLEUE, SHALIMAR et LIU présente...

VOL DE NUIT... TWENTY DOLLARS... NEW SIZE



TEN
DOLLARS

GUERLAIN

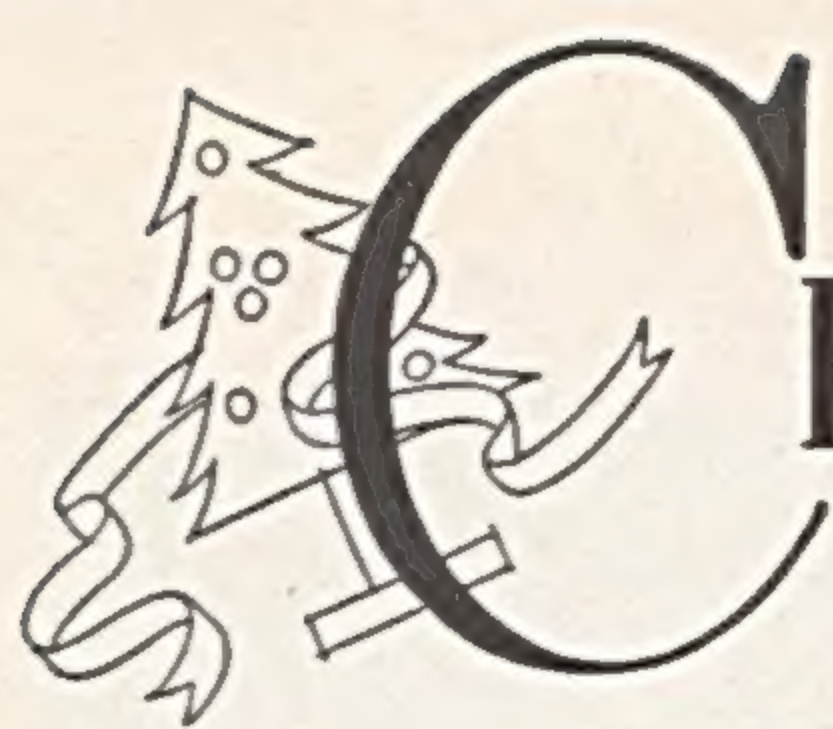


ARTHUR O'NEILL

Gifts

Top, looking-glass radio, blue, amber, pink mirror, \$65. Black satin evening bag, \$20. Triangle clip, \$20. Imported doe-skin gloves, \$6. Cuff bracelet of brilliants, \$55. Enormous jeweler-vanity, \$175. Patou's hand-tucked antelope gloves, \$12. Five-strand bead bracelet, \$15. Flat vanity of tiny pearly beads, \$35. Cut lead-crystal cigarette box, \$9; cigarette cup, \$6; nest of 3 ashtrays, \$3, \$4, \$6. Exclusive playing cards, \$2. Rhinestone jewelry: bracelet, left, \$35. Bracelet, right, \$45. Clip-brooch, left, \$30. Semi-circular clip, \$15. Star hair clip, \$6. Rectangle brooch, \$15. Triangle brooch, \$20. Clip-brooch, right, \$25. Cluster-star earrings, \$6

ON THE PLAZA • NEW YORK
**BERGDORF
 GOODMAN**
 5TH AVENUE AT 58TH STREET



CHRISTMAS FRAGRANCE... *among the lovelier rites for women!*

"My dear, you are charming! . . . I picture you in the glittering world of Mayfair—gayer, more brilliant than its courted beauties. . . . Your taste and exquisite worldliness I can but echo in the loveliest way I know!" . . . whispers your gift of Fragrance.

Surely, the personal tribute of a great perfume is a woman's right at Christmas. This one was created by Yardley for the restless, imperative spirits who rule society's highest reaches. It sparkles with the gaiety of a thousand London fete-nights; poises its haunting formal sweetness against a background of royal brilliance! Long after


Christmas it echoes the mistletoe's sly invitation! It is, perhaps, the most flattering Christmas present in the world!

And unlike most great tributes, Fragrance need cost the donor little; one dollar and ten cents to eight dollars and a quarter. So if you believe in gestures, you'll accompany it with a host of pleasantries to match . . . Fragrance powder, rouge, bath salts and powder, compact, sachet, and other worldlings . . . from your nearest finer store.

Yardley & Co., Ltd., 620 Fifth Avenue (Rockefeller Center), New York City; 33, Old Bond Street, in London; also established in Paris—Toronto—and in Sydney.

"Fragrance"

A PERFUME BY YARDLEY

BY APPOINTMENT TO HER MAJESTY  THE QUEEN OF ENGLAND



PHOTOGRAPH BY THE GRAND DUCHESS MARIE OF RUSSIA

DESIGNED FOR A DEBUTANTE

Brilliant blue taffeta, color of a summer sky—an inspired interpretation of the romantic era of 1934. One of a group of new dresses designed and made in our own Studio. 135.00

BONWIT TELLER
FIFTH AVENUE AT FIFTY-SIXTH

\$17.95

THE DRESS OF THE MONTH



BEAU MONDE FABRIC BY MARSHALL FIELD & CO., MANUFACTURERS—EXCLUSIVE WITH KANE-WEILL

● This is the new Du Pont Spun Rayon. Luscious is the word. It makes Challispun as incredibly light—more soft than the ancient fabrics that one pulled thru a wedding ring. It dyes sublimely—has a patina that accents the youth in one's coloring—is harmony with top-coat woolens and furs. Bermuda wardrobes—northern cities—all travelers will want this dress of the month in Challispun. Yoke back with stitched bow—contrasting felt belt. Your favorite shop probably has it. If not, write Kane-Weill, Inc., 498 Seventh Avenue, New York.

Challispun in Du Pont Spun Rayon





" P R É S E N C E "

the magnificent

T H E N E W P E R F U M E B Y
H O U B I G A N T

Wamsutta Christmas Sets



For as little as \$2.30

There's a real thrill in being able to give anything so beautiful and so much appreciated as Wamsutta sheets and pillow cases . . . Especially when you can buy pairs of lovely, snowy Wamsutta cases for so little, this year . . . and check half a dozen names off your Christmas list for less than fourteen dollars! The pairs of pillow cases are boxed and wrapped just as handsomely as the most elaborate sets of Wamsutta sheets, and with the same gay old-fashioned card to carry your Christmas greetings . . . See them at your favorite store.

WAMSUTTA MILLS • Founded 1846 • NEW BEDFORD • MASS.

JAY·THORPE
57TH STREET WEST, NEW YORK



DUFFY STUDIOS

De Toi Je Chante (Of Thee I Sing) by Charbert . . the perfume of artists in allure, now in a de luxe setting of breath-taking beauty. Golden hued mirror flacon encased in velvet . . to convey to the eye something of the rapture of the fragrance itself. 35.00

Schiaparelli

Soucis
Solut
Schiap



Les Parfums Schiaparelli

4, rue de la Paix, Paris



The New
MONOGRAM
A Wanamaker
Exclusivity . . .

Heavy and cleancut is this round monogram in silver plate with your surname initial in gold plate . . . Wear it on a bag, a bracelet, or as a fob . . . $\frac{3}{4}$ inch size, \$3.95. $1\frac{1}{2}$ inch size, \$5.

*Orders for Christmas accepted
until December 15th*



Christmas gifts of good leather are as satisfactory to give as to receive! The subtlety of the world's best leather is in these **WANAMAKER Handbags**.

The enormous crocodile envelope is large enough for most of one's worldly goods, and smart enough for the most exacting woman . . . Crocodile, black or brown, \$35. Also, in calfskin, black, brown, navy blue or green, \$15. French suede, black or brown, \$15. The monogram, \$5 additional.

The bag with the new strap . . . flat frame and pleating a *la Paris* . . . is reproduced in French suede, black or brown, at \$10.

*. . . Every new thing in leather
may be found at Wanamaker's!*

JOHN WANAMAKER

IN BOTH STORES . . . NEW YORK AND PHILADELPHIA

PARFUMS

CIRO

PARIS



*There is no finer gift
than a bottle of either...
except a bottle of each!
new small sizes now available*

Demoiselle

Or damosel—in any language these are young nighties. We recently awoke to the fact that existing styles in nightgowns bored us. A slab of lace, even luscious lace, plastered on a bosom—bored us. These smart new youthful nighties solve everything. They're fresh, young, original conceits with not a hackneyed stitch—pure dye silk of course—bias cut of course—fine machine-sewn seams for long wear—and hand-work where you want it—in bias pipings, appliques, drawnwork, braidings, fagoting. Nice enough for the pecunious. And reasonable enough for the impecunious. These Vogue pages have been avalanching us with orders from Alberta to Alabama. (We'll wager that we'll even get orders from Paris for these nighties!) So when you write—please state **YOUR SIZE, YOUR FIRST CHOICE, YOUR SECOND CHOICE.** Production is limited because of the hand-work. Only at **MACY'S** in New York and **Only 2.77**

1. ★ "pitapat"—with heart motif. Tearose with blue, white with coral, white with royal blue. Sizes 14, 15, 16, and 17.

2. ★ "tic-tac-toe"—piped in contrasting color. Tearose with blue, white with red, white with royal blue. Sizes 14, 15, and 16.

3. ★ "nightie night"—straps braided of self and contrasting pipings, delicate drawnwork, and hemstitching. Tearose or blue—sizes 14, 15, 16, and 17.

4. ★ "petal point"—contrasting fagoting between the scallops. Tearose with blue, white with coral, white with royal blue. Sizes 14, 15, and 16.

SILK UNDERTHINGS—SECOND FLOOR

★ **MACY'S**

34th Street and Broadway—N. Y. C.



Christmas Candlelight

AND THE GLEAM OF STERLING



May the soft light of your Christmas candles reflect wisdom and contentment as well as gaiety, this year! And it will — if it shines on new pieces added to your sterling pattern this very Christmas.

It will reflect wisdom — because the Government's action on silver indicates that prices will go higher — never lower. There couldn't

be a wiser time to make the worthwhile investment of sterling.

It will reflect contentment — because, whether you start a new pattern or add to an old one, you will never tire of the beauty of TOWLE Sterling. And TOWLE patterns are open stock for years and years — ready to add to the perfection of your hospitality.

TOWLE

Makers of STERLING only . . . with unbroken craft traditions

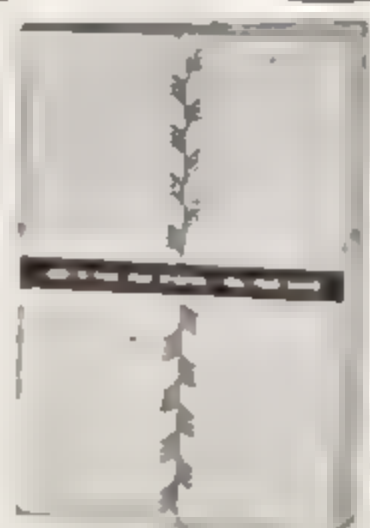
SINCE 1690



THE NEWEST IN STERLING
just announced this season

CANDLELIGHT (*left*) adds to the table a loveliness rich and elusive.

ARISTOCRAT (*right*). Chaste beauty of long flowing lines and softly rounding curves.



FREE — Pictures and prices of all TOWLE patterns with free chart of preferred engraving suggestions.

NEW BOOK FOR BRIDES — only ten cents — "How to Plan Your Wedding." Tells what to do three months in advance . . . two months . . . six weeks . . . three weeks . . . last week . . . last day. Four pages for the groom. Twenty-four interesting pages — a priceless record.

THE TOWLE SILVERSMITHS, Newburyport, Mass. *Bride's Personal Service* — Dept. K-12

[] Please send me free information, especially on _____ pattern.

[] I enclose 10 cents for which please send me a copy of your new bride's book.

Write name and address in the margin

SYMPHONY (*left*). A modern expression of Early American ideals — simplicity, character, balance, poise.

SYMPHONY CHASED (*right*). A beautiful enrichment of the lovely Symphony. New chased effect in its unusual ornament.

Gifts for Christmas

GIVE SOME OF

THESE ALTOGETHER DELIGHTFUL GIFTS

THAT CARRY WITH THEM THE EXTRA

THRILL OF THE MARK CROSS TRADE MARK

Men always want gloves, and they like them from MARK CROSS.

Pigskin, one clasp or pull-on \$4.50

Grey mocha, one clasp style 4.50

Knit lined capeskin . . 4.50

Knit lined mocha . . 5.00

Regardless of his age or temperament, MARK CROSS gloves are sure to meet with her approval.

French kid slippers, all colors \$3.50

Doeskins, white or natural 3.00

Pigskins 3.95

Novelties 3.50

Knit lined capeskins 4.50



1 This suede-lined stud box is very masculine in efficiency and appearance. Of tan pigskin, \$5.00. Black pin version \$4.50.

2 Equally useful folded for traveling or hung up at home. The case of moiré-lined pigskin or tan leather \$10.00.

3 The way to a woman's heart is through a handbag. Left: Top handle bag of black or brown pig calf with galalith and metal clasp \$10.00. Monogram extra \$4.50. Center: Dainty bag of pearl and rhinestone beads, roomy enough for an evening's necessities \$5.00.

Right: Very smart frame purse of black or brown suede with metal accents \$10.00. Engraving 40c per letter.

4 This knockabout bag with slide fastener is a constant joy to the possessor. In strong black or brown walrus seal, 18 or 20 inch, \$8.50.

5 A lot of travel convenience in a small space. Man's slide fastened toilet case in black or brown grained hide, with black or natural ebony and Crossolin fittings, \$7.50.

6 She has always wanted a fitted suitcase from Cross—give it to her this year! A 22-inch case of black or brown hide, folding tray with 10 Crossolin fittings \$15.50.



7 A surprisingly lovely little jewel box for such a moderate price. Various leathers, moiré-lined, in any color to match her room \$5.00.

8 If you want to get credit for knowing what a man wants, give him a gladstone bag. Black or brown grained hide, 24 or 26 inch \$13.75.

9 An attractive sewing basket adds zest to the humble task of mending. English wicker with pearl mouton cover and satin lining in lustrous colors—blue, green, purple, red. Completely fitted \$12.50.

10 If she should have something specially nice, yet not expensive, the gift box with 3 pairs of gloves is just the thing. We suggest a kid slipper, a doeskin and a pigskin, you may choose any color or substitute a novelty for any one of them. Complete \$10.00.

11 Plain and serviceable with no fol-de-rols, is this beautifully made matching pocket set of black or brown seals \$25.00. If ordered separately, cigarette case (holds 30) \$5.50; bill fold \$6.00; 6 key case \$3.75.

Floral Satin

**RINGS IN
THE NEW**



In a floral printed gown of Celanese Quixilver Satin, you dance into a new era of romance in evening fashions. A gown of this fluid satin, printed in tender pastels, clings flatteringly as you walk, floats vaporously as you dance. Left, a slim gown with chaste front neckline and covered shoulders—daring V decolletage. Right, pleated ruching encircling the bodice of a graceful young gown. \$25.00.

CELANESE

TRADE MARK REG. U. S. PAT. OFF.

Fabrics



THE GOWNS MAY BE PURCHASED: B. ALTMAN & CO., *New York* • ABRAHAM & STRAUS, INC., *Brooklyn* • L. S. AYRES & COMPANY, *Indianapolis* • BOSTON STORE, *Milwaukee* • BULLOCK'S, *Los Angeles* • CHASNOFF, INC., *Kansas City, Mo.* • THE DAYTON CO., *Minneapolis* • THE EMPORIUM, *San Francisco* • WM. FILENE'S SONS COMPANY, *Boston* • B. FORMAN COMPANY, *Rochester* • JOSEPH HORNE CO., *Pittsburgh* • THE J. L. HUDSON COMPANY, *Detroit* • THE F. & R. LAZARUS & CO., *Columbus* • MILGRIM'S, *Miami* • THE JOHN SHILLITO CO., *Cincinnati* • CHARLES A. STEVENS, *Chicago* • STIX, BAER & FULLER COMPANY, *St. Louis* • STRAWBRIDGE & CLOTHIER, *Philadelphia* • THE WM. TAYLOR SON & CO., *Cleveland* • RIKE-KUMLER CO., *Dayton*

Sheer thoughtfulness



An inspired gift for important names on your Christmas list . . . the GLAMOUR BOX . . . packed with two pairs of sheer, beautiful "ingrains," made, as only McCallum knows how, to give legs that expensive look, and skin that satiny sheen!

\$3.25
a box of 2 pairs

For "emergency" gifts, for friends and relatives who rate something more than the season's greetings . . . the REMEMBRANCE PACKAGE . . . gaily enclosing one pair of deceptively sheer but sturdy McCallum's . . . a very smart way to spend

\$1.00
a package

Stockings by McCallum

85¢ to \$2.95

YOU JUST KNOW SHE WEARS THEM



bamboo

... in which ancient alchemy has crystallized a primitive fragrance of the Orient



THE RITZ . . . Smooth kid oxford with genuine Calcutta Lizard and Patent Leather forming a trim design. In Black or Brown.

BEAUTY SETS THE PACE OF THE DAY

As you pursue your busy course of days, let Matrix Shoes bring to your feet their double magic of outward beauty and inward comfort. Attuned to the daytime hours in their design and feature construction, they perform a daily miracle of comfort-assurance that is actually reflected in an added smartness . . . "Your footprint in leather" is in every pair. This patented sole duplicates nature's own foot-lines, curve for curve. And assures health, freedom, comfort for your feet, while at the same time contributing to the trimness of the shoes, the beauty of their style! . . . Please write for our new Fashion Announcement and we will send you the name of a store near you where you can find an assortment of Matrix styles and sizes. E. P. Reed & Co., Rochester, N.Y. Matrix Style Studio, 47 West 34th Street, New York.

Matrix

A VARIETY OF STYLES



Shoes

AT \$9.00 AND UP

CREATED  BY REED



Irma Kirby

CREATES
A SILK DINNER PRINT

*—decidedly new in color,
harmony, line and feeling.*

This one is from a brilliant new collection including afternoon and street models now being presented by the nation's leading merchants.

If you follow the sun south, or stay north with the snow—these fresh and sparkling dresses enable you to face any situation—smartly. Colorful under your winter coat in the north —glamorous in the southern sun.

Truly first editions in every respect.

EISENBERG
& SONS

399 WEST JACKSON CHICAGO

A smart Gift idea... from Grandmother's Notebook...



Utica Percale Sheets embroidered with Needlecrest Monograms or Initials

For generations, lovely women have remembered each other at Christmas time with embroidered bed linen. Today, the advent of Utica Percale makes this traditional gift more welcome than ever. Utica Percale sheets are so luxuriously soft—so silvery white. Famous for their feel of silk—their strength of linen. And, embroidered with Needlecrest Monograms or Initials, they are the latest word in smartness. All executed in beautifully designed block letters—and your choice of white or colored needlework. Best of all they are priced scarcely any higher

than plain sheets and pillow cases. Ask at your favorite department store. If they have not yet offered them, write us direct. Utica and Mohawk Cotton Mills, Inc., V2, Utica, N. Y.

NEEDLECREST EMBROIDERY • AN EXCLUSIVE UTICA INNOVATION



Single initials (left) are 3½" high. Complete three-letter monograms (right) are 2½" x 3¾". Both styles are embroidered directly on the fabrics.





JEAN AND JILL, THE PHOENIX HOSIERY FASHION TWINS

CUSTOM-FIT TOP—exclusive with Phoenix Hosiery. 2-way stretch gives perfect comfort and trim fit.

PHOENIX SHADOWLESS textures (absolutely ringless). A marvelous new knitting process assures crystal clearness.

PHOENIX DUO-HEEL—a heel within a heel—adds many miles of sturdy wear.

ALL-OVER TIPT-TOE is new, too. Full reinforcement all over the toe for greater service, longer wear.

PHOENIX SHADOWLESS HOSIERY FOR CHRISTMAS SAY JEAN AND JILL

● No gift problem blights these two young lives! The Phoenix Hosiery Fashion Twins know without half-thinking just what they want to give—and get—for Christmas! Phoenix Shadowless Hose—no more, no less. Nice to get, because they're so sheer and ringless and flattering. The colors, 'specially the new after-dark shades, are honeys.... Nice to give, because they look so much more than a mere dollar's worth. Yet

one dollar is all these exquisite Phoenix Shadowless Hose cost. Just the Christmas ticket, for givers or getters!

PHOENIX \$1.00 CHRISTMAS HOSIERY

No. 707—"AIRFLO," 2-thread for dress . . . No. 763—"AFTER-NOON," 3-thread for tea-time wear . . . No. 705—"EVERYDAY," 4-thread for all-occasion . . . No. 771—"KNOCKABOUT," Service Sheers for active outdoor wear . . . No. 768—"STANDBY," Service for heavy duty . . . Others 79c to \$1.95 the pair

THE DOG MODE OF VOGUE



KENNELS OF SARMAGUNDI
HAMILTON
MASSACHUSETTS

MR. & MRS. JUSTIN W. GRIESS, Owners

Puppies and Grown Stock
Seventy-Five Dollars
and Up

POODLES (STANDARD) **DACHSHUNDE** (MINIATURE)

TELEPHONE 374



BLAKEEN KENNELS
POODLES

Exceptional black and brown
puppies at reasonable prices
MRS. SHERMAN R. HOYT
Katonah, N. Y. Tel. Katonah 217



WU FOO of KINGSWERE
British and American Champion
At Stud To Approved Bitches \$50.00
Exceptionally lovely Puppies
Occasionally for Disposal
MRS. RALPH G. BOALT, Owner
Winona, Minnesota




PEKINGESE
Beautiful Puppies for
Disposal and Grown
Dogs Selected and Im-
ported from the World's
Most Famous Ken-
nels. Outstanding for
their Beauty, Breed-
ing and Sweet Person-
alities.
TOYTOWN KENNELS
Bedford, Virginia
Miss Judith Connell, Owner



MALTESE DOGS
The Toy of Ancient Royalty
Appealing to those
wanting a pet that
is rare, beautiful,
very affectionate and
intelligent. Several
highly bred puppies,
\$50 and up.
Ch. Circle of Hale Farm
MISS ELEANOR CARROLL BANCROFT
Hale Farm, Beverly, Massachusetts



CHOW CHOWS
and
English Setters
Red and black Chow puppies
sired by Ch. Yang Fu Tang.
ready for Christmas delivery.
Setters of excellent breeding.
BARIHILL KENNELS
R. R. 9, Box 194
Battle Creek, Michigan



IMPORTED DOGS
* Six Breeds *

Riesenschnauzers
Dachshunde (Black & Tan—Reds)
Doberman Pinschers

German Shepherds
Medium Schnauzers
Great Danes (Harlequins)

Trained dogs of each breed.
Full list with cuts on request. All Guaranteed.
WILSONA KENNELS
Ben H. Wilson, owner
Rushville, Indiana

AMONG THE DOG ARISTOCRATS

THE epitome of grace and racing speed, the Greyhound is one of the most striking of all dogs. To-day, as in early Egyptian times, he is the perfect running machine. Lilly of Devoir is one of the best specimens in this country—winner of the Hound Group at the 1934 Westminster Kennel Club Show, and three times best in show. Owner, H. T. Peters, Jr., Islip, L. I.



LILLY OF DEVOIR

THESE German dogs, still comparatively rare in this country, are excellent guards. The Boxer belongs to the "working dog" group and, in his native land, is trained as an aid to the police. Naturally, he is the embodiment of intelligent courage. The one shown here is owned by the Cirral Kennels, Ridgefield, Conn. The correct size for a Boxer is about 22" at the shoulder. In colour he is usual fawn or brindle, with a dark mask



A TYPICAL BOXER

CHOW CHOWS



DIGNITY and DISTINCTION you'll find in these natives of China, aristocratic dogs that are at once playful and obedient with their masters and only courteous to strangers. They make first class watch dogs and if well-trained are good with children. Puppies are delicious Teddy Bears, but they grow into handsome, proud, intelligent dogs.

The Chow Chow can be any solid color, with lighter shadings on ruff, tail and breeching. Chows should be massive and well-proportioned.

*The following reliable breeders of Chow Chows have
Stock of all ages ready to ship:*

BRAZELTON KENNELS, 4601 Fairbairn Avenue, Oakland, California
CLAIRDALE KENNELS, Riverhead, Long Island, N. Y.
LEDGELANDS KENNELS, Tuxedo Park, New York
PAGEMOOR KENNELS, North Wilbraham, Massachusetts
SHADY OAK KENNELS, Wickcliffe, Ohio
SHANG-HI KENNELS, Forest Hill Lane, Cincinnati, Ohio
SMITH'S CHOW KENNELS, Perrysburg, New York
TALLY-HO KENNELS, 43-16 Kissena Blvd., Flushing, Long Island, N. Y. Adv.



Greyhounds

Puppies and grown dogs of both sexes bred from outstanding American and English winners.

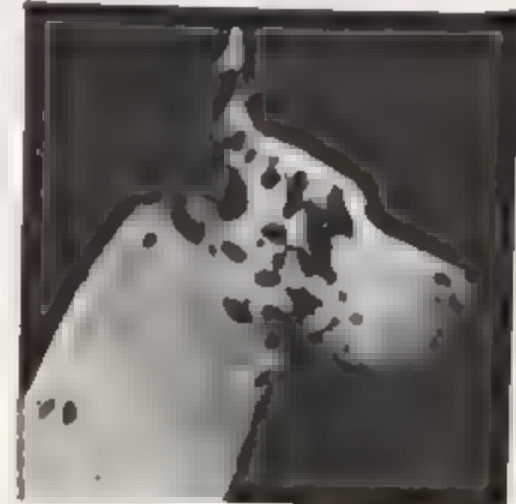
WINDHOLME KENNELS

Mr. Harry T. Peters, Jr., owner
Islip, Long Island, New York
Apply: Charles Trayford, manager

Just a Merry
old Christmas
and a Very
Happy New Year
from
THE CHIHUAHUAS
OF AMA TERRA
and
Miss Bonnie Tubbs
Havre de Grace, Md.



HARLEQUIN GREAT DANES



Quality puppies, show
and breeding stock,
reasonably priced.
Great Danes at stud.

BOHRER KENNELS
P. O. Box 220
Allentown, Pa.
Ph. Allentown 3-3609

Located on Rt. 222 between
Allentown and Westcoastville



GREAT DANES

Well-bred, healthy fawn
and brindle puppies and
grown stock—both sexes.

TAPPAN ZEE KENNELS
Mrs. William O'Connell
Waverly Road
Huntington P.O., Shelton, Ct.

CANADIAN ST. BERNARD PUPS



Registered
Correct in type
Correctly raised
Correctly priced
Write for free pamphlet,
beautifully illustrated with
our own stock.
Lake Manitou Kennels
(Reg'd)
Watrous, Sask., Canada

BULLDOGS



Invader puppies—
sound, high-class,
sired by champions.
Only finest type bitches
used for breeding.
Invader dogs are winners.
Invader Kennels
1827 Pilgrim Ave.,
N. Y. C.
Tel. Westchester 7-7948



Sentree Puppies

World Known
Lovely, exclusive, show
stock, cream of many lit-
ters. Largest Boston breed-
ing kennels. Place Xmas
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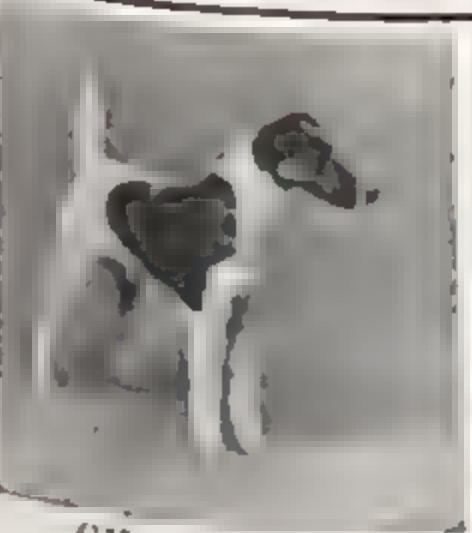
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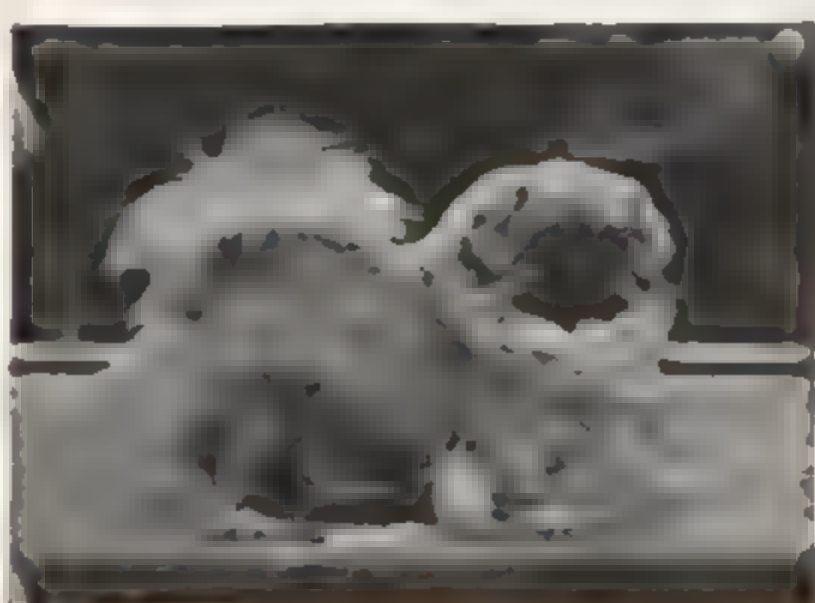
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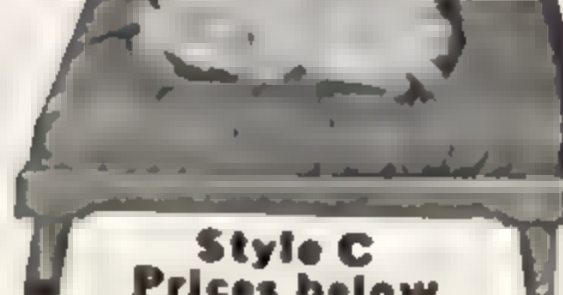
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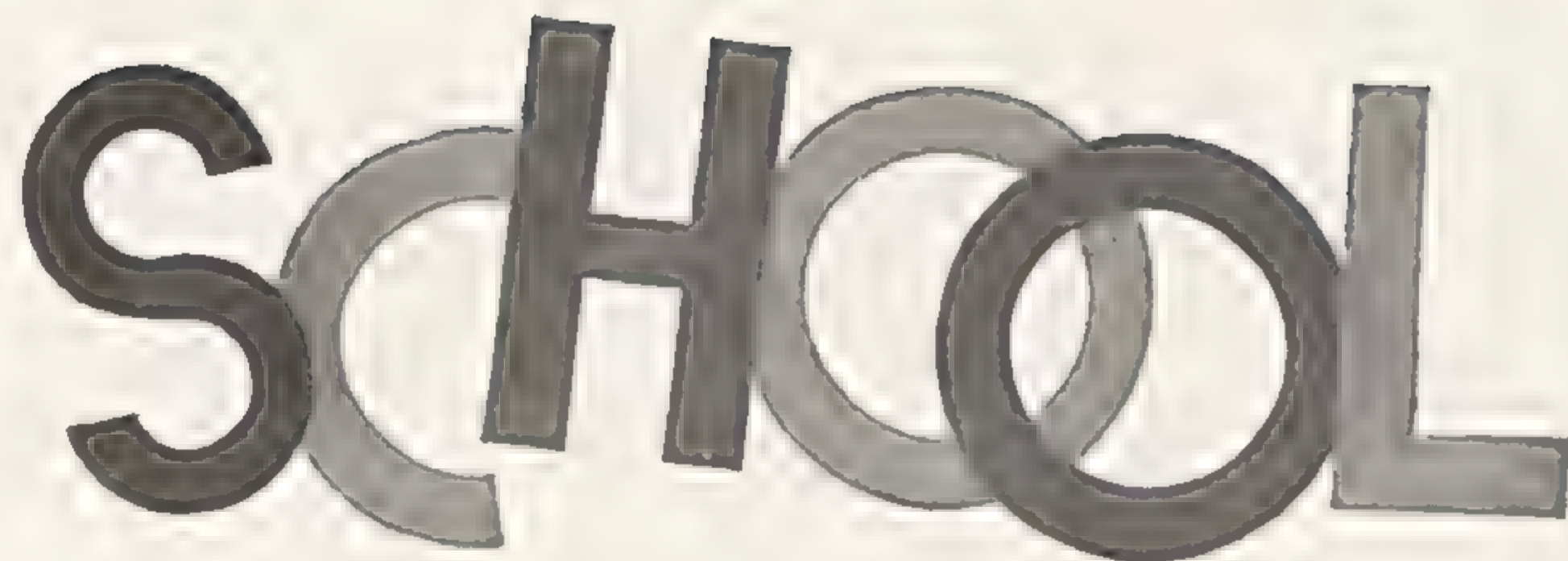
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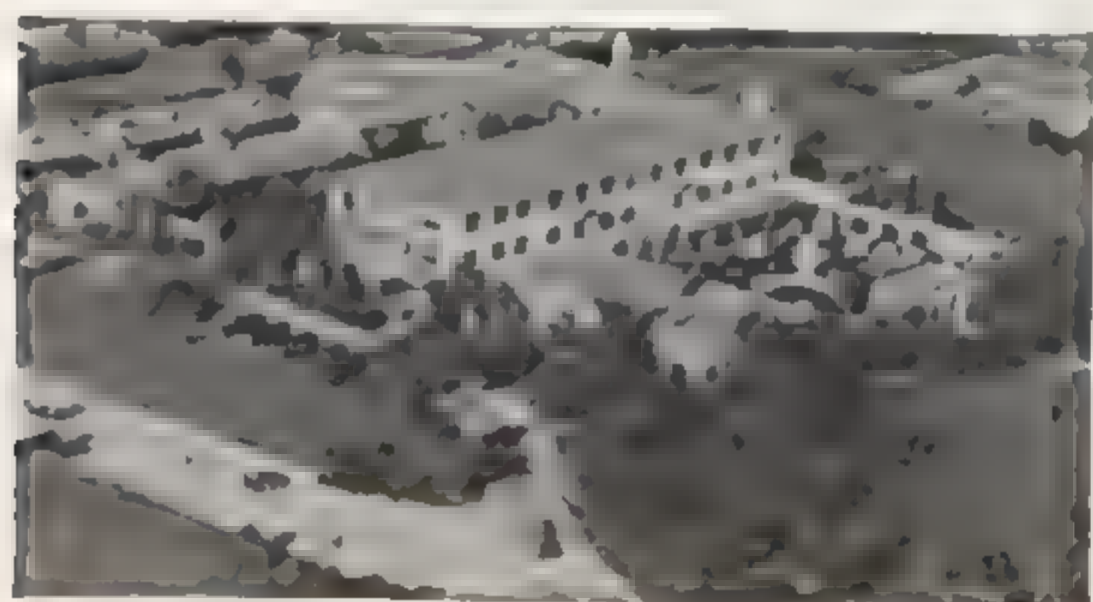
The Willard Hotel. Washington bound? Be a stone's throw from everywhere to go. \$4. one, \$6. two up.

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Atlanta

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Travelog

SEA ISLAND

Although the formal opening of the winter season at The Cloister, Sea Island, Georgia, will not be until December 21, when a gala dance is planned, followed by a series of holiday events, the Sea Island Hunting Lodge and Game Preserve opened on November 20. The opening of this coastal preserve, comprising 60,000 acres, was an occasion of great delight to nimrods in quest of quail, deer, and especially turkey, the premier game bird. The preserve, operated for Sea Island guests and residents, is said to contain more wild turkey than any similar area east of the Mississippi.

Sea Island also boasts a famous seaside golf course, where twenty-three tournaments, including four championship events, have been scheduled on the winter sports program.

MIAMI EVENTS

If you can keep track of a few of these December dates, you'll have plenty of things to do in Miami this month. Activities get off to a lively start at the Miami Biltmore with the annual competition for the Henry L. Doherty Gold Cup, symbol of the golf championship of the world, scheduled

for December 1 and 2. Olin Dutra, United States Open Champion, who with Paul Runyan is heading the pro staff at the Miami Biltmore this winter, will meet an unannounced opponent in the event. Then the Miami Biltmore \$10,000 Open Championship will follow from December 8 to 14. This is an annual tournament, one of the most colorful of the winter golf season, that attracts a very large and distinguished competitive field.

Aquatic carnivals at the Miami Biltmore pool will command your attention on December 16 and 23, and another grand slam will be the National Olympic Stars Aquatic Meet, December 30, 31 and January 1.

JUST TO KEEP POSTED

Music: Carnegie Hall, New York City: Philharmonic Symphony Society Concerts, December 1, 6, 8, 13; Fritz Kreisler, December 8 (afternoon); Paul Musikovsky, December 12; Philadelphia Orchestra (Stokowski conducting), December 18.

FOOTBALL: December 1: Army vs. Navy at Philadelphia; Georgia vs. Georgia Tech at Athens, Georgia. December 8: Notre Dame vs. Southern California at Los Angeles; Louisiana State vs. Tennessee at Knoxville, Tennessee.

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Hotel Manatee River. Fireproof. Modern. Hotel rooms and complete housekeeping apartments. Moderate rates. Golf, hunting, fishing and other sports.

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The McAllister. Facing beautiful Bayfront Park and Biscayne Bay. 550 rooms with bath. Rates begin at \$3.00. Leonard K. Thomson, Mgr.

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FLORIDA—(Cont.)

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NEW HAMPSHIRE

Hanover

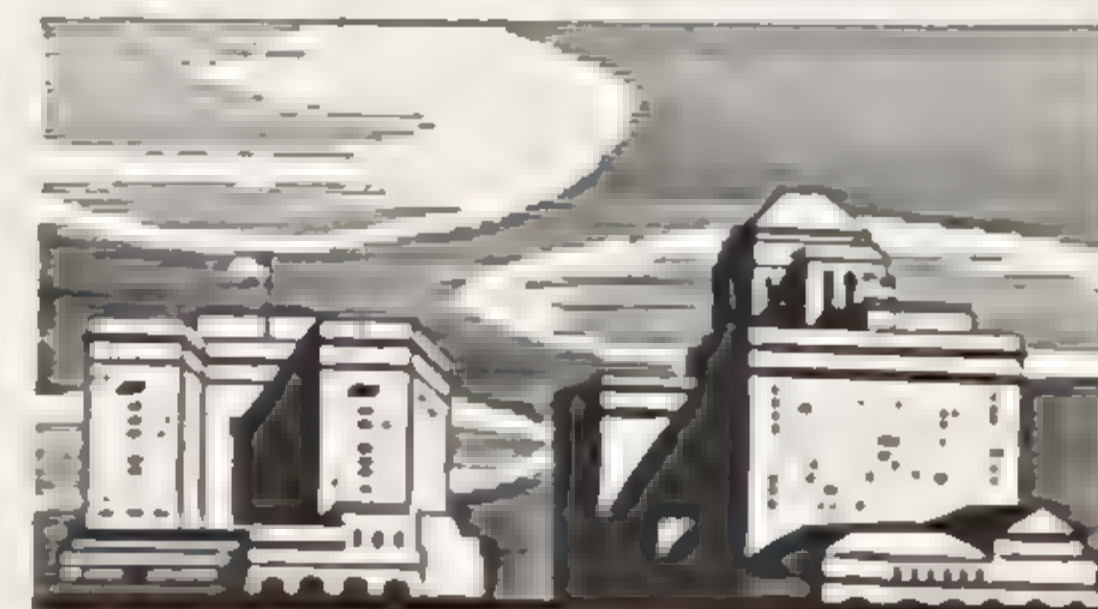
The Hanover Inn. On the Campus at Dartmouth College. 100 rooms, 60 baths. Elevator. Highest type hotel service. Restful atmosphere. Excels in all winter sports.

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NEW JERSEY

Atlantic City

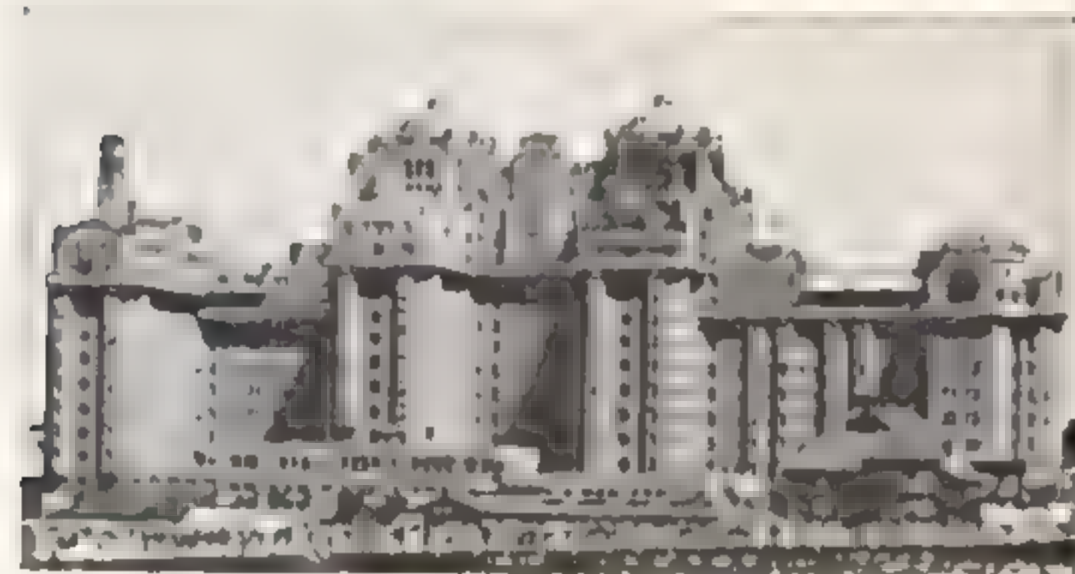


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NEW JERSEY—(Cont.)

Atlantic City (Cont.)



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REMODELER OF HATS "A Hat of Yesterday"—redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 48 West 56th Street, N. Y. Circle 7-6295

MOURNING APPAREL

ARTHUR MULLEN, 19 East 49th Street, New York City. Correct mourning in Hats, Veils, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

N NAME TAPES

CASH'S WOVEN NAMES for marking clothing and linen prevent loss or misuse. Attach them with Cash's No-So Cement. Write to Cash's, 14th Street, So. Norwalk, Conn. or 6203 South Gramercy Place, Los Angeles

P PERFUMES

HOVE'S "JASMIN" offers a unique and exclusive Christmas present. Deep and rich, yet delicate, this odor is true to the old Deep South. 2-dram flaconette, 60c; smart gift package, one-half oz. \$1.65; 1 oz. \$2.75; 2 oz. \$4.75, all sent postpaid. Hove's odors cannot be bought at department or drug stores and are original and exclusive. Price list will gladly be sent. Hove's Parfumeur, 529 rue Royale, New Orleans, Louisiana

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Slightly used apparel of the better sort re-sold through The Dressing Room Re-Sale Service, 41 West 51st Street, New York City. Telephone Eldorado 5-1344. Hours from 12 to 7:30

NOTED PSYCHOLOGIST will analyze your problems and advise you in detail. Write free-ly and fully. All correspondence kept strictly confidential. Consultation fee \$5.00. Leigh Langford, P. O. Box 653, Bradenton, Florida

PERSONALITY

GOOD SPEECH IS A SOCIAL ASSET. One hour and one dollar per week develops poise, self confidence and personal charm. Conference without obligation. Ellen Cble Fetter, 38 East 38th Street, N. Y. C. Lexington 2-6409

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SHOECRAFT: Specialists in fitting the long, narrow foot & heel. Sizes up to 11, widths AA-AAA to C. Send for booklet VB, showing smart new models, prepared to assist you in ordering by mail. Fit guaranteed. 714-5th Ave.

MAZANE—CUSTOM SHOES for women of discrimination at prices you can meet. Lasts made to your individual foot to give you Style and Comfort in shoes for all occasions. 206 East 74th Street, New York City

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EDITH V. STOVEL, INC., 366-5th Ave., N. Y. Better shops at your doorstep. Service is gratis. Mail orders and shopping with transients. Save time, money and energy. Telephone Wisconsin 7-3288. Cable Edivalsto

MRS. SARAH BOOTH DARLING, Purchasing Agent, Accompanies out-of-town patrons, and also shops for you. No charge for services. Shoppers' Magazine sent free. 23 West 85th Street, New York City. Thafalgar 7-6450

AUDREY T. McALLISTER offers her experience and service to you gratis; will gladly shop for you or with you in the best New York shops. 551 Fifth Avenue, New York City. Telephone Murray Hnl 2-8179

YOUR SHOPPING made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper," Spanish clientele invited. Mrs. Lewis Middleton, 366 Fifth Avenue, New York City. Wisconsin 7-1683

GEORGETTE DUNBAR EVANS keeps you in touch with New York's modes; shops for or with you gratis. Interior decorating. Send for "The Shopper" magazine, 522 Fifth Avenue, New York City. Tel. Murray Hill 2-1193

NEW YORK SHOPS BROUGHT TO YOU. Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone Pennsylvania 6-6862

NINA B. PRICE, FASHION CONSULTANT, plans your wardrobe as a whole or supervises its revamping to suit your needs and budget. She designs models to bring out the best points of your personality and does shopping, using her expert knowledge of values and of the New York shops, large and small. She keeps a record of your wardrobe, in order to fill in as needed. Moderate fee. Hotel Gladstone, 114 East 52nd St., N. Y. Plaza 3-4300

T TROUSSEAU

PURPLE BOX—11 EAST 55th ST., N. Y. C. Hand-made Lingerie and Linens. Wedding sets a specialty. Week-end ensembles of negligees and pajamas. Christmas novelties. Exquisite monogramming at greatly reduced prices

MARTHA GRAF, 681 Fifth Avenue, New York, specializing in lingerie, hand-made to your measure. Unusual and practical gifts. Six Swiss Imported Handkerchiefs with Hand-Embroidered monogram, daintily boxed with sachet \$4.50

THE TOWN SHOP "hand-made Lingerie of the better type" now featuring lace trimmed or tailored panties \$1.98, slips \$2.98, nighties \$3.98. Selection sent C.O.D. on approval. 104 West 57th Street, New York City

W WEARING APPAREL BOUGHT

MME. NAFTAL, Bryant 9-6268, will purchase at highest valuation slightly worn street and evening gowns, wraps, furs, diamonds, jewelry, silverware. Write or call 69 West 45th Street, N. Y. BRyant 9-6268

WE PAY CASH—Tel. BRYANT 9-1376. Highest prices guaranteed for gowns, wraps, furs, diamonds, jewelry, silverware, paintings, bric-a-brac, etc. MME. Furman, 105 West 48th Street, New York City

MME. FURMAN—TEL. BRYANT 9-1376. Unlimited capital to buy entire estates & furnishings, jewelry, silverware, antiques, art objects, wearing apparel. Best society references. MME. Furman's Dept. Store, 105 W. 48 St.

MME. NAFTAL PAYS CASH—Turn discarded clothing & trinkets into cash. Highest prices paid for slightly used gowns, furs, jewelry, house furnishings. Est. 44 yrs. Write or call MME. Naftal, 69 W. 45 St., N. Y. Bry. 9-6268

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

Y YARNS

THE KNIT-A-BIT SHOP—Imported and domestic yarns. Representing Mrs. Ransom's hand-spun imported Tweeds for Women's & Men's Wear. Personal assistance with knitting problems. 135 E. 63 St., N. Y. C. BU. 8-2430



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Posed by
Dorothy Mackail

Bedrest, Courtesy
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In this ensemble-minded era, you must "match" in bed-time fashions too. This nightgown and bed-jacket set luxuriously trimmed with Alencon makes an exquisite feminine gift for some exquisite feminine person. Why not for you from you?

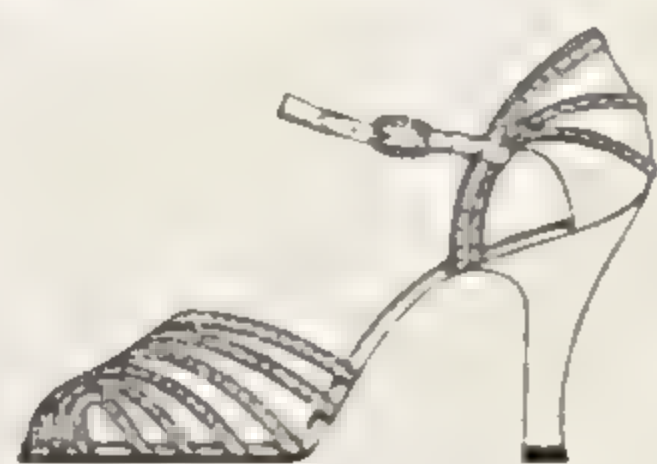
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Shoecraft JUNO Lasts dedicated to those modern goddess types who wear sizes 8 to 11



Christmas Decoration..
a brilliant new evening slipper of white satin and braid, tintable to match the particular shade of your holiday spirit and gown. With silver kid piping and a tiny rhinestone buckle to heighten its Christmas sparkle 22.50

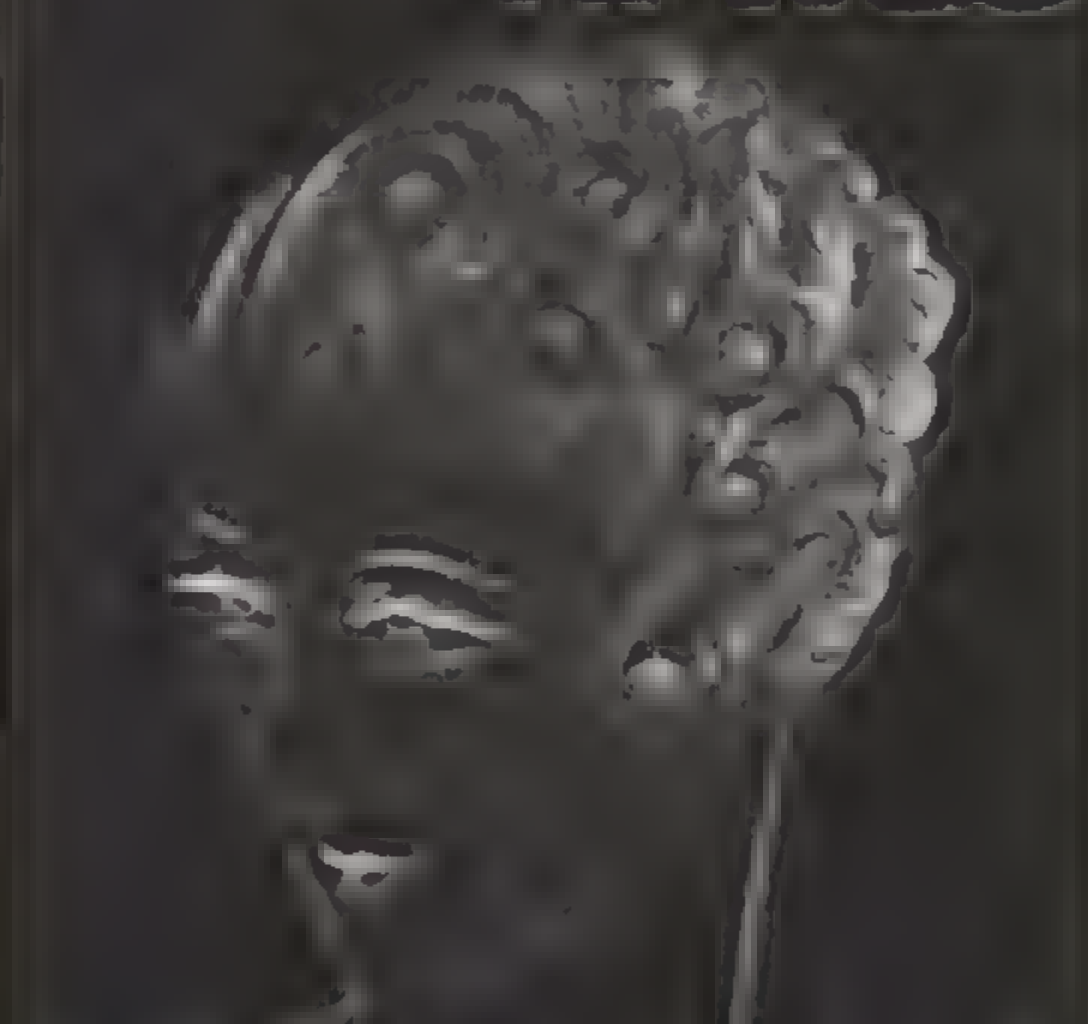
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Fitting the narrow foot and heel
All sizes to 11 . . . AAAAA to C

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WAVES



KIND and FRIENDLY PRICES

J. SCHAEFFER

590 FIFTH AVE. near 48th

Also HOTEL ST. REGIS - FIFTH at 55th

Shops to know

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's

a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on this page. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.

A NEW COIFFURE SERVICE ADDED

CHARLES BOCK Announces

that he has enlarged his staff to take care of his clientele who wish to make last minute engagements, upholding, of course, every detail of the known Bock standard.

20 EAST 57TH STREET, NEW YORK

PLAZA 3-3900

Vogue Covers



• With hops from one continent to another and pops into the stratosphere, we could hardly be expected to stay put in little old New York, when the whole world—or at least the whole country—is waiting for us with open shops and a special array of things to give for Christmas. November 15 Vogue saw us starting out to teach geography in a quick whirl through the South. Now we turn westward in our Christmas panorama. If your favorite State hasn't yet appeared, don't despair—there's still more to come!

California

• Let's start with California—a great long State with many moods, where sophisticated movie stars shine among the wayside sandwich bars and the air is so clear and pure and beautiful that even the real-estate agents are guilty of understatement. In Los Angeles, we enter a quaint Mexican world, on Olvera Street. This remarkable street is all of one block long, paved with tile, and lined with adobe buildings. Shopkeepers and craftsmen show their wares and ply their trades in front of their houses, in *puestos*, or awning-covered stands. If you take a trip down Olvera Street, these are some of the things you'll find:

There's a candlemaker named José Herrera, who makes all his candles by hand. He pours the melted beeswax over the wicks and twirls the candle as the wax hardens, to give it the right shape. Some of José's candles are pretty fancy, with perfumed wax in the Mexican manner. And some of them are so big that they'll burn steadily for two or three years. There is also an artist who models really rare caricatures

in clay; and another who cuts your silhouette while you wait. Some Olvera Streeters sell macaws and other strange fowl. You can also buy Mexican glass and pottery and all kinds of hot stuff to eat. It's fun to go into the Casa de la Golondrina for a meal. The waiters suddenly put down their trays and entertain you with a selection on the guitar. Jalisco Libre has a shop full of interesting Mexican curiosities, handmade Indian baskets, and cactus gardens. Cactus is really the specialty here. You can send for as little as fifty cents' worth and get some adorable and unusual plants. There's one kind with leaves like little propellers, which you can actually make rotate on the stem! Of course, you can't keep moving them around indefinitely, but you *can* do it every so often, just to make sure the trick still works.

At Barker Brothers, in Los Angeles, you'll find a very interesting collection of Mexican linens—spreads, tea-cloths, cocktail napkins, fine and really inexpensive. Barker Brothers also have Monterey Furniture, the colourful peasant furniture of California. This is ideal for your country house or for a child's room. It's gay and simple, all at the same time. And not at all expensive.

• In Pasadena, 46 North Los Robles Avenue, is Grace Nicholson's Shop. It's full of things from China, Tibet, Japan, Korea, Java, and Siam that would make a first-class museum turn glaucous with envy. You can find here the unusual and the beautiful, in fabrics, tapestries, rugs, vases, coats, shawls, jewellery, paintings, and prints. There are also six art galleries and an American Indian room, with the best of Indian art.

While in Pasadena, you'll want to stop off to lunch or dine at the

MARTHA-ROSE Lingères AND SHOWER SHOP



Woolen Robe with Angora Fringe \$22.50

Gift Suggestions

All Custom Made
and Fitted

NIGHTIES Crêpe,
Satin or Nylon \$12.50
Set of Panties and Slips
to match \$16.50

BED JACKETS Satin,
all colors, lined with Al-
batross, special \$16.50

COMBING JACKET of
Powder-puff Satin \$8.50

PAJAMAS \$25—Lounge-
ing Robes to match \$25

SLEEPING PAJAMAS
Butcher Boy or Rus-
sian \$15

**NEGLIGEE or HOST-
ESS GOWNS** \$19.50

BOUDOIR ROBES
Trapunto, Mules, Lin-
gerie, Bags for Travel-
ling and Boudoir, Mono-
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The
Loveliest
CLOTHES
that will
GO SOUTH
by

BRUCK-WEISS

20 WEST 57th STREET

501 MADISON • NEW YORK

the Country

Brandyck Shop, one of the delightful patio tea-rooms. Christopher Morley named it the "Three Hours for Lunch Club" of California. On the outskirts of Claremont, about thirty miles east of Pasadena, is the Padua Hills Dining-Room and Little Theatre—typically California. While you enjoy a good meal out-of-doors among the olive-trees, you are entertained by the waitresses and bus boys—Mexicans—who really have a deal of talent and put on some amusing plays.

• Travelling northward, we come to Santa Barbara, where there is one of the most charming shop ideas to be found anywhere—the El Paseo de la Guerra. The El Paseo is a collection of mission-style buildings, grouped about a patio, housing one fascinating shop after another. Among them is Robert L. Lewis's, where you can get California wrought-iron work, including gates and grilles, and fascinating garden furniture, pottery, and tiles. Then there is Tweeds and Weeds, where you'll find imported sports clothes for both men and women—Burberry overcoats, hand-loomed tweeds, and cashmere and Shetland sweaters. Another shop, called Mignon, makes a specialty of charming hand-made clothes for babes and small children. Ingeborg Landén has beautiful Swedish bags and rich leather work and will have anything you want made to order. You can also have unusual hand-bags in tweed to match your costume made here. And right in the centre of El Paseo is a patio restaurant, with a good stage show even at luncheon.

• At California's Golden Gate is San Francisco, which climaxes a couple of civilizations—an Occidental and an Oriental: with large modern

stores, where you can buy the very newest quirks of fashion; and other stores, where you can buy clothes in designs that originated centuries ago and never changed. Let us look at just a few of the many Chinatown emporia that you can order from, or browse through, yourself.

If your time is limited, Madame Butterfly, at 430 Grant Avenue, offers a wide selection. This is a charming shop with very reasonable prices. You can find mandarin coats, *happi* suits (a *happi* coat plus trousers), kimonos, and ceremonial robes here.

At the City of Hankow Tassel Company, 406-10 Grant Avenue, are wonderful old Chinese things. Carved wall decorations (as low as \$3), fragments of antique carving, Chinese wall-papers and room borders (attractive in a child's bedroom), embroideries, old brasses, Chinese pewter. If you like ornate ash-trays, you might try flicking your cigarette into a Chinese laundry iron. This is no joke. The City of Hankow T. C. has little old irons with a hole for the charcoal that heats them, and this hole makes a very proper cigarette ash-receiver.

When you spend the day in Chinatown, you might as well do it up right and eat your lunch at the Canton Café, 708 Grant Avenue. You can have a real Chinese meal here that's pretty exotic.

• At 224-6 Grant Avenue, still in San Francisco, is a wonderful flower shop called Podesta and Baldocchi. Here, you can find those immense gardenias characteristic of the Californian way of doing and growing things on the grand scale. Podesta and Baldocchi are artists at flower arrangement. If you want to send a particularly choice bouquet of flowers, or one single and (Continued on page 36)

Rose Amado

INC.



Wyon Richards

Cream and fuchsia awning stripe slipper satin from our ready to wear salon \$55.

485 MADISON AVE. AT 52nd ST., NEW YORK



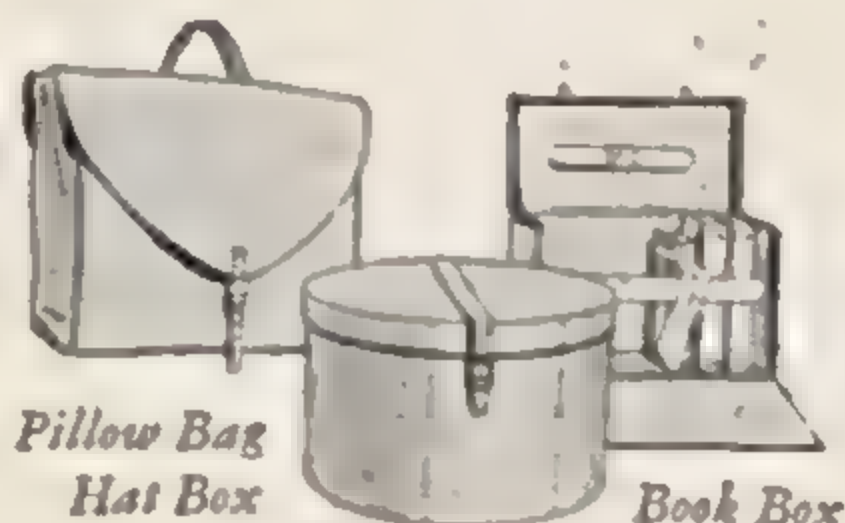
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16 EAST 52nd ST., NEW YORK

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Luggage for Gifts



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VUITTON Trunks and Service
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Arthur
Gilmore
INC.



Original Gifts

The Crystal Clock

Mirror dots, chromium hands, neatly bevelled edges. A gay, modern little time-piece. Height 5 3/4". Crystal base, 5".....

10.00

Perfume For Burning

A few drops on a heated shovel give forth a delightful odor. 14-oz. bottle.....

9.50

Pot Pourri

A blend of fragrant flowers and delicate spices. Half-pound pack- age, gold-wrapped.....

3.50

MAIL ORDERS FILLED. Send for Elsie de Wolfe Journal . . . it solves all gift problems

Elsie de Wolfe
INC.

DECORATORS

677 FIFTH AVENUE, NEW YORK



MANUEL TRANSFORMATIONS



New York—485 Madison Ave. Booklet
It costs no more to buy from a Specialist.



White crepe, sparkling with rhinestones, for "champagne" occasions. From the Couturier Shop on the Fourth Floor. 65.00

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FIFTH AVENUE • 34th STREET • NEW YORK



Emile 21 East 56 Street
Plaza 3-8090

... The full beauty of your hair brought out by a perfect coiffure.

VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 35)

perfect specimen, P. and B.'s taste can be relied upon implicitly.

Oregon

• The beneficent climate of Oregon has a way of making people happy. It also has a way of making the natural products of the State grow in remarkable luxuriance. Roses, fruits, berries, nuts—all these attain magnificent size. And the abundant evergreens not only seem, but really are greener in that clime.

There's nothing nicer for Christmas decorations than Oregon greens and the crimson-berried holly. Even if you or your friends live clear across the continent, you can still have these evergreens, and they will arrive fresh and fragrant in a substantial and cleverly packed box. That is, you can get them if you send your order post-haste so that by December 7 it will reach Mrs. Van W. Anderson, 1944 Southeast Fifty-First Avenue, Portland, Oregon. Just for the holidays, she makes a specialty of Christmas holly wreaths and of gift boxes of evergreens. The wreaths are particularly gay, with great masses of fat red berries arranged with architectural precision. Grand for overmantel and hall decorations, for hanging in windows or outside the front door. Or for table centrepieces, with candles.

The holly of the Pacific Northwest is known as the finest grown anywhere in the world, outside of Great Britain. It is generally of three varieties—the English, the Dutch, and the French—and all far grander and glossier than anything usually seen by Easterners. Mrs. Anderson, who is a garden-lover and a gardener of well-known amateur standing, has all of her holly and greens cut from her own garden. Her special boxes most in demand contain a large wreath, besides a wealth of various native greens—sprays of Port Orford cedar, white pine, Oregon grape, fragrant myrtle, fir, more sprays of heavily berried holly, and whatever else seems to complete the picture. But any desired combination may be ordered. The boxes are substantially made, and every precaution is taken to send them in perfect condition, although, of course, the final responsibility rests with the express company. Express charges are collect and vary with the distance. For example, a box going to the Atlantic Coast might amount to from approximately 65 cents to nearly \$2 for expressage, according to size. As for the boxes themselves, the ones measuring 14 by 14 by 6 inches cost around \$3; 18 by 18 by 6 inches, about \$5; and 20 by 20 by 7 inches, about \$7. The wreaths fit very tight in the boxes and open out to a much larger size when removed.

Oregon seems to specialize in providing gifts that are welcome where other things might be superfluous to the person who "has everything." There are all sorts of table delicacies that may be purchased in boxes of single varieties, or in grand assortments. It (Continued on page 37)

You are in Paris at

KARGÈRE

660 FIFTH AVENUE

(between 52nd and 53rd Sts.)

Gifts

Chiffon H'dk'fs \$1.00

Breakfast Sets . \$2.50

Cocktail Napkins \$1.50

Bar Towels . . . \$1.50

Dolly Sets \$10

Nightgowns . . . \$7.50

Matinées \$7.50

and other French novelties



Featuring high curl and brush up swirl, by Fred the HairStylist, Inc. Creators of coiffures in vogue, located at 18 East 49th Street, ELdorado 5-2220.



Alligator or Lizard indispensable for town wear—with the built-up leather heel.

Obtainable in brown, blue, grey or black. \$15.75

Sommers Shoes Are All Hand-Made

SOMMERS INC.
2 WEST 57 STREET, N.Y.

THE GOURMETS' GUIDE

RESTAURANTS

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Modern Air conditioning. For Reservations VANDERBILT 3-7897.

THE MARGUERY—270 PARK AVE.—WI. 2-8494. A restaurant truly Parisian, with an intimate bar. Famous dishes are prepared and served in the traditional manner of France. Calendrier du Gourmet:—Mon.—Boeuf Bouilli à la Flamande; Tues.—Tripe à la mode de Caen; Wed.—Navarin d'Agneau Printanier; Thurs.—Osso Bucco Milanais; Fri.—Bouillabaisse Marseillaise; Sat.—Arroz-con-Pollo "Obregon."

MAISON LA FITTE—144 WEST 55TH STREET. Luncheon, Dinner, Dancing after the Theatre—Musical Rogues—Pirate Bar now open. Telephone Circle 7-5558.

HAPSBURG HOUSE—313 E. 55th St. New York's newest and most interesting society rendezvous. "Cuisine Internationale." Excellent cellar. Luncheon, Dinner, Supper. Reservations. Eldorado 5-8493.

LE MIRLITON—14 EAST 58TH STREET. George, catering to a discriminating clientele. Luncheon, Tea and Dinner. Telephone Plaza 3-5798.

JANE DAVIES RESTAURANT
145 West 55th Street
Luncheon 50c 60c 75c Dinner \$1.00 \$1.25

FRANCES LYNN—10 West 55th St. Just off 5th. Smart Clientele, deft service, delicious food. For "Pennywise New Yorkers"
Luncheon 35c, 50c Dinner 55c, 75c, \$1.

EL CHICO, 80 Grove St.—Authentic Spanish food, wines, waiters, entertainment, music, furniture & decorations. Dancing & dining from 8 to 2:30 A.M. Dinner from \$1.50 and \$2. Tel. Chelsea 2-4646.

ALEXANDRA RESTAURANT—8 East 49th Street. The most talked about dining place in New York. Champagne cocktail dinner \$1.00 & \$1.50. Luncheon, Cocktail hour, Dinner, daily & Sunday. Plaza 3-1542.

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. PL. 3-8887.

THE GOLDEN HORN—39 W. 51st St. Armenian cuisine, fastidiously prepared and served, in a bar and restaurant with the relaxing atmosphere of the Levant. Shish kebab hot from the charcoal.

ANNA HELD'S IN TOWN—400 E. 52 St. La cuisine est excellente. Les liqueurs bien choisies. Anna Held, Junior, vous accueille avec tout le charme de Paris. Walter Lynch au piano vous enchantera. PL. 3-8325.

THE BARBOUR RESTAURANT
1 West 52nd Street
Luncheon 60 & 75c—Dinner \$1.00, \$1.25—Bar, Grill
As Hospitable as Home

JANET OF FRANCE—237 W. 52 St. "Where Broadway meets the Boulevard." "Onion Soup" "Specialité de la Maison." Dance, be merry with Janet, who entertains. Luncheon 75c, Dinner \$1, Supper. CO 5-8717.

SMART CLUBS

LEON & EDDIE'S—33 West 52 St. Where sly Eddie Davis sings customers into hysterics. Continuous entertainment that grows on you. Luncheon, Dinner, Supper and Cocktails.

THE ONYX—72 WEST 52nd STREET where the stars of radio and the music world gather for cocktails, dinner and supper. Entertainment by the "Five Spirits of Rhythm." EL. 5-9575.

DISTINCTIVE BARS

RITZ-CARLTON, Madison at 46th. The Ritz Bar—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.

PALMER'S LONDON SNACK BAR—2 W. 49th St. —For tardy theatre-goers—our ready casseroles—steaming hot—get you there on time! Quality Drinks—atmosphere gay, intimate. After the play—our famous oyster stew—Lobster—Rarebits—Crêpes Suzette.

THE BARCLAY—111 East 48th St. Most attractive of all the bars—serving a special luncheon—music during the late afternoon and evening—unusually popular at Cocktail Time and after the theatre.

CAFÉS

PARK LANE, New York's Hotel of Distinction. Prix fixe and a la carte luncheon, dinner, supper. Dancing. "Round-the-World Bar" for drinks of every country. Park Ave. at 49th St. Wickersham 2-4190.

KUNGSHOLM—142 E. 55th St. Opening a very distinctive and comfortable cocktail lounge and café. Featuring famous Swedish Hors D'Oeuvres. Luncheon, Dinner Prix Fixe. Choice wines, liquors. Cocktails par excellence. MU. 2-9066.

CAFÉ CONTINENTALE—10 E. 52nd. WI. 2-8953
"No Plus Ultra"
"Cuisine Continentale"
"Music Continentale"

LE BIJOU RESTAURANT & CAFÉ, 2 EAST 56. Luncheon, Dinner, Supper—Cocktail Time—Frances Maddux sings assisted by Ian Stewart—Jimmy Rogers Entertains. Dancing nightly till 3 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park So. Cocktail Hour in the Café de la Paix, luncheon in America's only Rumpelmayers, dinner and supper dancing with entertainment in the Continental Grill.

BLACKSTONE CAFÉ & BAR—50 East 58th St. Special luncheon with cocktail 75c. Dinner \$1.25. A favorite meeting place for luncheon, cocktail hour, dinner and after theatre. VO. 5-4200.

TONY'S-CAFÉ TROUVILLE—112 East 52nd St.—a new address, nicer appointments, entertainment, for your greater pleasure, but same Tony, same food and wine, your same friends. Tel. EL. 5-9231.

OUT-OF-TOWN

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous, in the Nation's Capital.

VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 36)

may be news to you that Oregon is said to produce the finest walnuts in the world. You ask for Franquettes if you want the finest and most delicate flavour. Instead of being round, the nut is long and pointed, and the leading grocers out there have assured us that it has wonderful "eye-appeal." In five- and ten-pound burlap sacks, the nuts are repacked in corrugated cartons to ensure safe and clean delivery. Surely, you'll agree that such a five-pound sack of walnuts is an original and inexpensive gift for about \$2. Ten pounds cost not more than \$3.95—all delivered by express anywhere in the States. These nuts may be ordered either from Sealy-Dresser Company or from the Basket Grocery and Wine Company. The latter firm also goes in for extra-fancy large Brix filberts—five pounds for around \$1.85, and ten pounds, around \$3.45.

This Basket Grocery is a unique institution—it never closes its doors, and it specializes in eatables and drinkables from all parts of the world. But let's stick to Oregon products. Something that particularly takes our jaded eye is a coloured papier-mâché container simulating a walnut or an apple. The sizes range from that of the natural product to that of a large football, and the prices from about 75 cents to \$6 apiece. The contents comprise walnuts, filberts, prunes, glacé fruits, figs, raisins, and various confections in decorative array.

MORE OREGON TREASURES

• Speaking of prunes, we allow every one his own taste in this regard. Be that as it may, you have not seen or tasted prunes until you meet the Oregon variety. They are very "extra-fancy" indeed, and the Basket Grocery sends them in small wooden boxes at about \$1.30 for five pounds, or \$1.85 for eight.

You are probably wondering why we haven't mentioned apples, when all the world knows that Hood River, Oregon, produces the finest of the fine. But we are coming to that. The Basket Grocery gives a choice of Delicious, Ortley, Spitzenberg, Newtown, Northern Spy, Winesap, and Winter Banana (yes, that's an apple, too). Prices for a fifty-pound box range from about 90 cents to \$2.25 plus express charges from about \$1 to \$2 a box, according to distance. (For the other products mentioned above, there is no charge for packing and shipping.) The Basket Grocery is at 423 Southwest Park Avenue, Portland, Oregon.

Another great treasure-house of Pacific Coast delicacies is Sealy-Dresser Company, at 523 Southwest Third Avenue. They recommend a five-pound box of native prunes, 30/40 size, at about \$1.10 express prepaid anywhere in the U. S. A. (The meaning is that there are not less than thirty and not more than forty prunes to the pound.) The still larger 20/30 size costs about \$1.35 for five pounds. This prune can be eaten uncooked, like a date.

Which brings us to glacé fruits. At about (Continued on page 124)



23 East 67
New York



*Jessie Franklin Turner
Her own designs
fabrics and colorings*

MAKEUP CASES for WOMEN

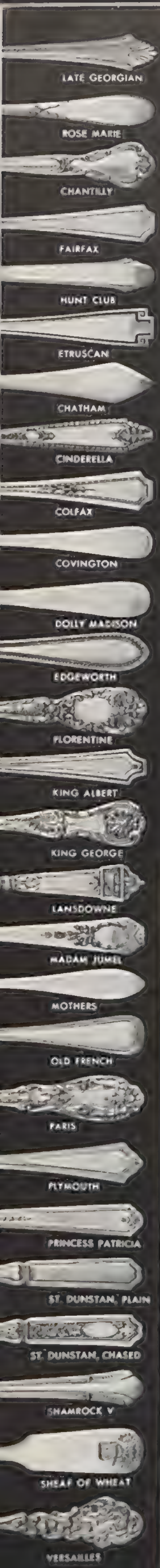


This makeup case (left) carries your cosmetics upright, in their original bottles and jars. Small inset tray for powder, rouge, and other makeup. Washable lining. In black or colored pin grain leather, \$17.50. Imported Pigskin, \$20. (Right) An overnight case with adjustable loops to take your favorite fittings. In Pigskin, \$35. In black or colored leathers, \$20, \$25 and \$32.50.

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VOGUE

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DEPENDING ON YOUR NATURE, THE VIGNETTE ABOVE MAY MEAN THE THREE WISE MEN TO YOU, A SYMBOL OF CHRISTMAS, OR TRAVEL IN FAR PLACES, A SYMBOL OF ESCAPE. IF YOU REACT TO THE FORMER, THIS ISSUE WILL BE YOUR MEAT—IT'S TOP-HEAVY WITH CHRISTMAS, LITERALLY BRISTLING WITH HOLLY. IF WANDERLUST IS BEGINNING TO SEIZE YOU, SCAN THE NEXT ISSUE, WHICH CONCERNS ITSELF PRIMARILY—AND GAILY—WITH HOLIDAY TRAVEL: WHERE TO GO AND WHAT TO WEAR WHEN YOU'RE THERE

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ALISON SETTLE-EDITOR OF BRITISH VOGUE -MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE -EDITOR-IN-CHIEF OF THE THREE VOGUES



UNE GRANDE BEAUTÉ PARISIENNE
QUI ADORE LE PARFUM **EN AVION**
DE CARON

A PARISIAN BEAUTY WHO ADORES
CARON'S EN AVION PERFUME



WHAT TO GIVE FOR CHRISTMAS



BEHOLD, on this page and the next page, a complete index of the Christmas gifts in this issue. All of them, described or illustrated, in both the editorial and advertising sections, are listed, under headings that will tell you just who will appreciate them most—men, women, or children, travellers or gourmets. With your own Christmas list in one hand and this index in the other, you will find a new, smart answer to every Christmas problem that may be confronting you.

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WHAT TO GIVE FOR CHRISTMAS

40b

VOGUE'S

EYE VIEW OF THE MODE

ESPECIALLY in the last decade, dress designers have taken paradoxical delight in producing materials that look like other materials. Science has made playboys of the fabric people: they make silk that looks like tree-bark, Cellophane that looks like lamé, cloth that looks like glass. The fur people are no less pixy. At the right, the Reboux cape worn by Miss Nathalie Paley (all Paris wears furred capes and toques) is bordered, not with caracal, but with swan feathers. And that coat shown below her is not racoon, but the ultimate luxury in keeping warm: Paquin's coat made entirely and grandiosely out of silver foxes. Did any one say "hard times"?



Metal has gone to the head. When the curtain went up on "Amphitryon 38," Giraudoux's Greek play revived again in Paris, half the feminine eyes in the audience shot to the fantastic head-dresses which Madame Karinska had made for Leda and Alcmene: wreaths and fillets of aluminum curls, gilded leather, silvered wools. Below, at left and right, Comtesse de La Falaise and Miss Sheila Hennessy are wearing two of these head-dresses—and looking not too theatrical for private life. And in the centre, Tilly Losch's elfin features are framed in the metal arabesques designed for her by Cecil Beaton in Cochran's Revue. Is all this a hint of our future evening head-dress?



PHOTOSCHALL





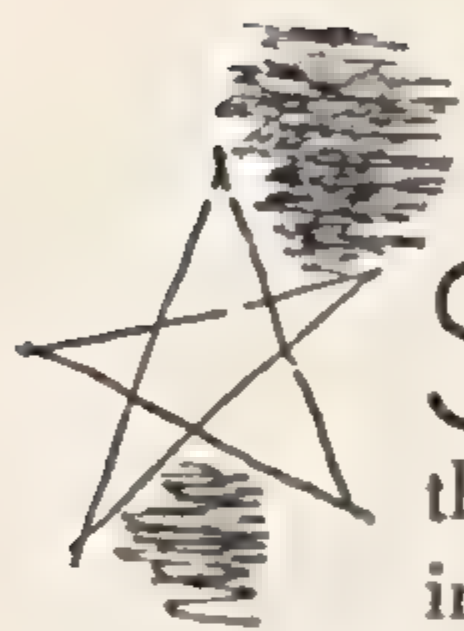
CECIL BEATON

MRS. WILLIAM H. VANDERBILT, WHO LIVES IN NEW YORK AND NEWPORT, IS THE FORMER MISS ANNE G. COLBY



Putting Christmas over

BY HARFORD POWEL



SWEETHEART, close all the windows. Heap dry wood on the fire. Telephone down to the janitor for more steam-heat. Keep telephoning till the radiator bursts. Now run boiling water into the bathtub, open the door, and let further clouds of steam circulate through the room. Rest your hand on the hot tea-urn. Thank you. You now have a faint idea of the weather conditions under which this very helpful little essay is penned.

You see, this is the hottest and muggiest summer ever known, and this is August 15, its hottest and muggiest day. I was lolling in the Harvard Club pool, enjoying the hiss of its cool water against my fiery hide, when the telephone rang. And it was the voice of Vogue. And what Vogue wanted was a Christmas article, right away.

"Everybody is planning for Christmas at this time of year," came the calm voice of She-Who-Must-Be-Obedied. "Eric is now doing our Christmas cover, and we are already selecting the Hundred Best Christmas gifts, and . . . it doesn't make any difference if you are going to explode. Run right out and write us a report on some of the new ideas for Christmas this year."

I came out of that life-saving water. I put on clothes as hot as the shirt which Dejanira prepared for Hercules. I felt the asphalt burning through the soles of my shoes, as I obediently trudged around to find Christmas in August. But Vogue, as usual, was right. The following strange scenes are being enacted on this blistering day:

SCENE I.: A suite in the Park-Belshazzar Hotel. Mr. Gotham Gray, the only gentleman in our best local society who has retired from business this year with a million dollars, is moodily pouring cracked ice into the bathtub. Annie Gray, his consort, attired in a wisp of underclothing, is asking him for the twentieth time why the yacht isn't ready to take them away, first to Newport, and then to breezy Cuba and the frigid Virgin Isles.

Gotham: And we won't come back till it's over. Amen.

Annie: Till what's over?

Gotham: Christmas, blast it.

Annie: I don't think you are quite reverent, Goatie.

Gotham: The Romans had a word for it. *They* called Christmas the Saturnalia. It started on December 17 and was marked by drinking, noise, and games. They appointed a Lord of Misrule, who was empowered to lay ridiculous commands on the guests—one had to shout out a libel upon himself, another to dance naked, a third to pick up the flute girl and carry her three times around the house.

Annie: Are you giving a lecture, dear?

Gotham: I was a college professor before I was a retired business man. After the Saturnalia came the Kalends, which were worse yet. An authority tells us that everywhere could be seen carousals and tables groaning under the weight of food. A mad impulse to spend money seized everybody. The man who all year had saved his money became suddenly extravagant. A stream of presents poured itself out. The minds of young people were freed from the dread of the schoolmaster. All this, mark you, was in simple Roman times. We Americans do up Christmas in a much bigger way, now that we have all the nuisances of civilization. But this year, Annie, we shall Get Away from It All. Instead of pouring out a stream of presents, we shall be watching the flying-fish in the Spanish Main.

Annie: But the children, Goatie dear! Basil will have at least thirty girls trying to get him for the Holiday Dance. And Oliver will have dozens of invitations. And we've never failed to have a big family party on Christmas. And . . . no, you shall *not* go into my bedroom. I've been working there in the heat all day, wrapping things up!

Gotham: What's that red ribbon sticking out under the door?

Annie: Don't ask questions, dear.

Gotham: Do you mean to say . . .

Annie: Don't ask any questions.

Gotham: All right. If you've done your Christmas shopping in August, it's all right with me. But this is final. Either you will shanghai all the children out of school and take them with us a thousand miles from the Christmas racket—or else I'll desert you and spend December shooting grand llamas in Tibet. Don't you know what they are? Funny, woolly animals who range the Khyber Pass. Never

again will I expose myself to the Christmas orgies in New York. Never again will I spend so much money.

Annie: Very well, Goatie, we'll take the children to the Equator, if you like.

SCENE II.: The Gretner-Green Department Store, New York. It is even hotter here than in the Park-Belshazzar Hotel. Mr. Gretner is presiding at a meeting of his young lady department managers.

Mr. Gretner: Now if all you executives will give me your close attention, I will discuss our special Christmas promotions. Miss Foljambe first. Department I, Toiletries. What's the matter with Miss Foljambe? Can't she speak?

Voice: She's fainted. Overcome with the heat.

Mr. Gretner: Take her out, some of you, and call the nurse. Well, as Miss Foljambe can't speak for herself, I can tell you that our Christmas promotion idea for Department I is to have every article specially wrapped in red paper with silver stars, and tied with a white string.

Voice: Isn't a red string more typical of Christmas gifts, Mr. Gretner?

Mr. Gretner: That's what I said, and I wish the ladies in our Style Bureau would remember that they can't change human nature. When a woman gets a package wrapped in red paper and tied with a red string, she knows she's got a Christmas gift. Miss Vavasour, will you please give us your Christmas promotion plans for Department 2, Women's and Misses' Hosiery?

Miss Vavasour: It was our idea to have a special Christmas package, using red paper and red string.

Mr. Gretner: That's the very idea I had in mind. I want everybody here to remember that while she is already ordering many new items specially made for the Christmas season, yet each and every article in stock is absolutely suitable



for a Christmas gift, including that \$48,000 Russian sable coat in Department 90, Furs. Miss Brabazon. Where's Miss Brabazon?

Voice: She had to go home. It's the heat.

Mr. Gretner: Now we'll just briefly discuss plans for decorating the street floor with Christmas wreaths on the stanchions, and plenty of artificial snow. All I need say is that these decorations will be the same as last year, and so will be the special decorations in the toy department. Now, we'll just quickly outline plans for a special Christmas folder to be mailed to all customers, offering special values in gifts. Is the advertising manager here? Mr. Popple.

Mr. Popple: Well, Mr. Gretner, our thought was to have a folder with a red cover decorated with holly leaves and silver stars, and the words "Merry Christmas."

Mr. Gretner: That sounds just right, except that I would also say "Christmas Gift Suggestions from the Gretner-Green Company." Now, we'll just briefly get back to the departments. Number 7, Hand-bags. Miss Taliaferro, what are your ideas for special Christmas promotion?

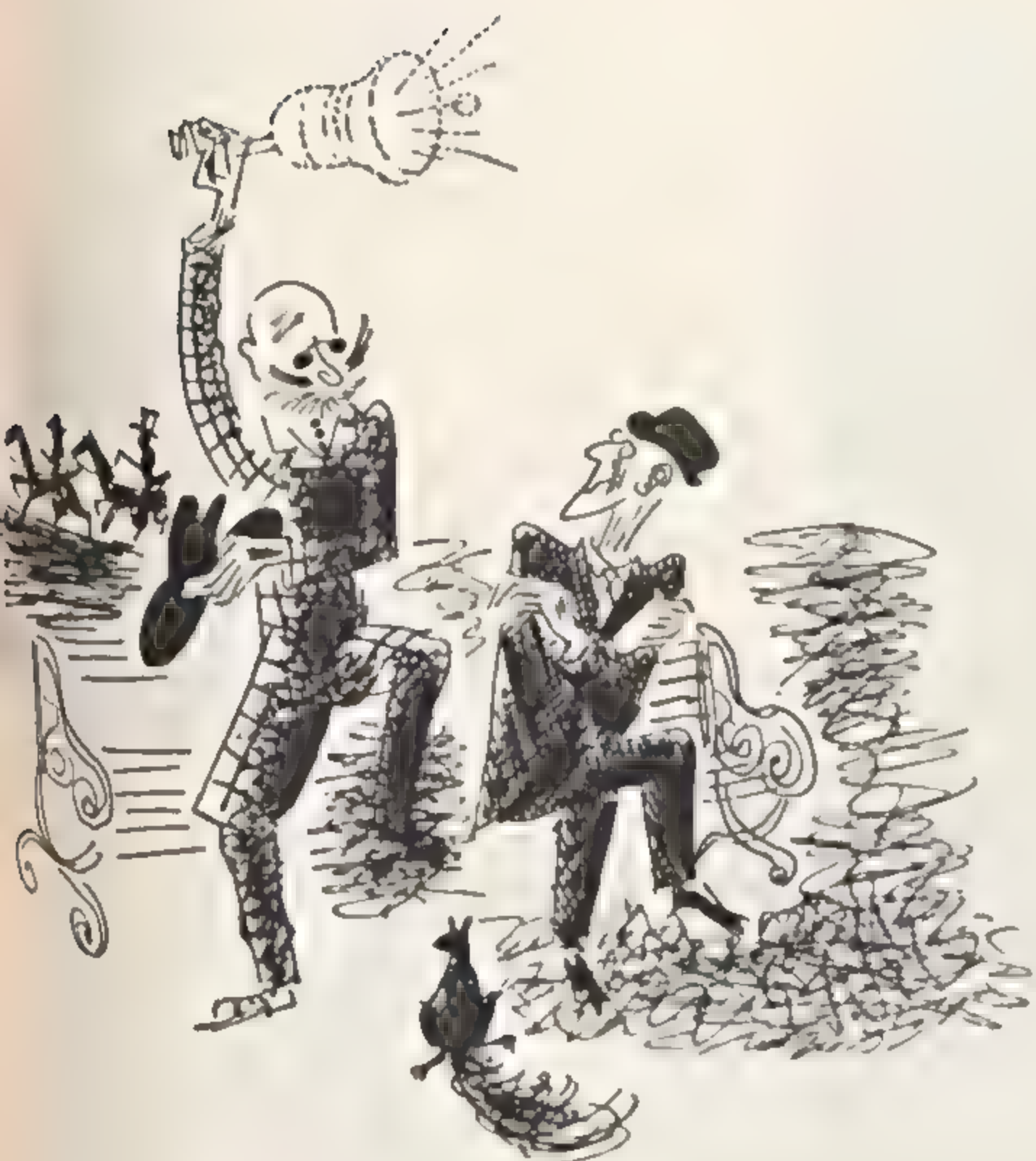
Miss Taliaferro: Well, I thought of a special Christmas gift wrapping, using red paper and red string. I'm afraid other executives have had the same idea, but I'm sure it will look very nice and Christmassy.

Mr. Gretner: That's fine. We'll have to get along faster with this meeting. If anybody here has an idea for special Christmas promotion that does *not* consist of red paper and red string, will you please hold up your hand? . . . Well, then, everything's settled, and you can all leave. What's that, Miss Jones? Miss Jones is the new assistant manager of Department 167, Bathing-Suits.

Miss Jones: I feel very frightened to say anything in front of you all, but is it usual to plan for Christmas so far ahead? This seems such a *very* hot day.

Mr. Gretner: Christmas is so important to our business, Miss Jones, that we ought to hold this first preliminary meeting in January. We will make up for lost time by having Christmas planning meetings every week from now on, and every day during the autumn. Any special ideas you may have for promoting bathing-suits as smart and appropriate Christmas gifts can be given to me after the meeting to-day.





Miss Jones: Well, I never thought of wrapping them up in red paper and red string . . . red string . . . red string . . . (She faints).

SCENE III.: A bench in Union Square. Two elderly men, Smith and Robinson.

Smith: Hot, ain't it?

Robinson: Just the day to be thinking about Christmas—and I am!

Smith: That's funny, so am I.

Robinson: Yes, sir, a good hot day like this always sets me to thinking of the place where I work. Hot? When ten thousand kiddies get into my store, with their fathers and mothers, and all of 'em crazy to shake my hand and whisper into my ear what they want for Christmas, I can tell you it's hot.

Smith: What line are you in?

Robinson: I'm Santa Claus at the Mammoth Store, that's what I am. The biggest toy department in the world.

Smith: Not as big as the toy department at the Mastodon Store. We get fifteen thousand kiddies there on a single day.

Robinson: How do you know?

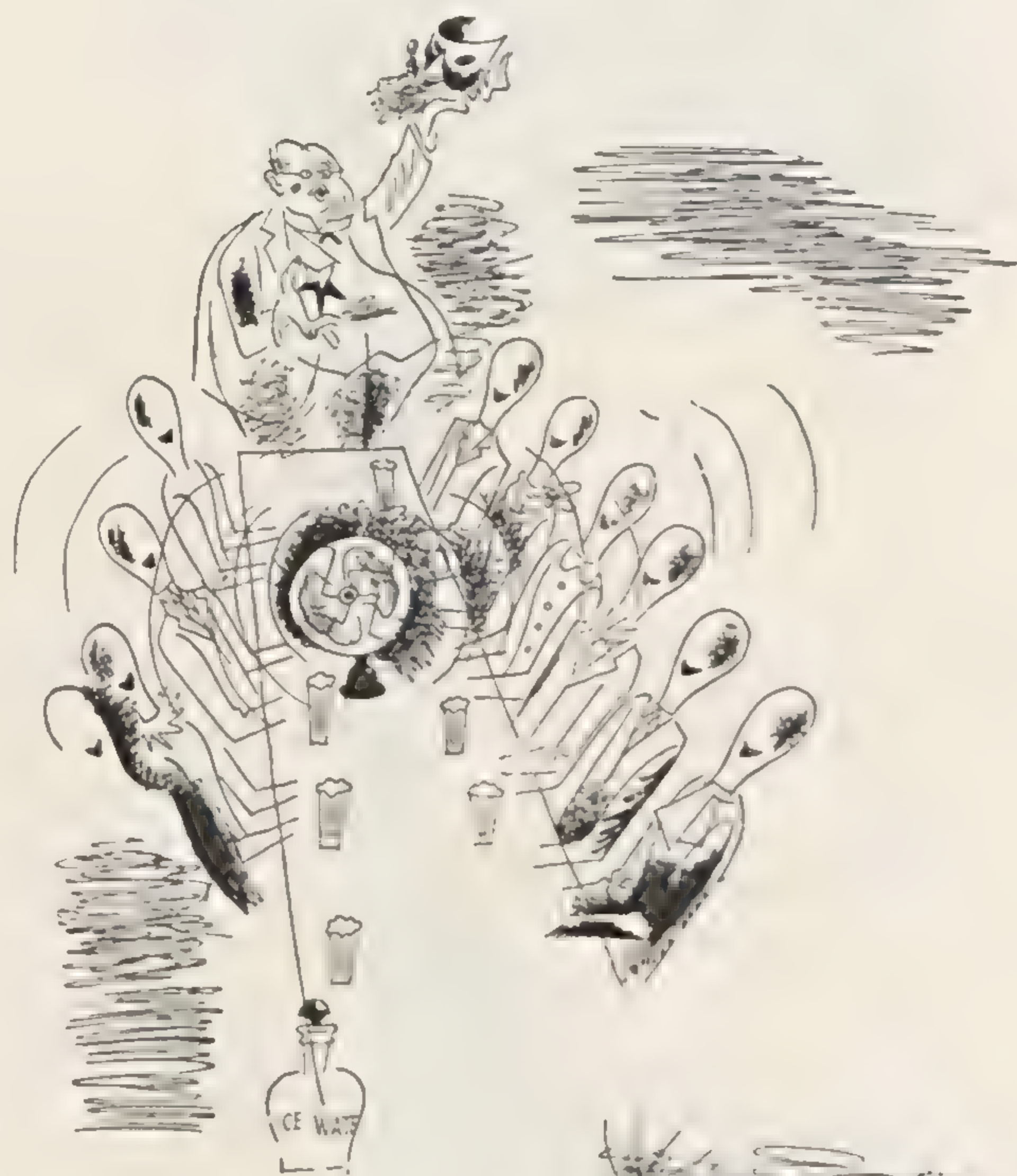
Smith: I'm Santa Claus at the Mastodon every year, *that's* how I know.

Robinson: Well, the Mastodon may be a fair store, a fair-to-middling store, for all I know. Partner, what do *you* know about Santa Claus, anyway?

Smith: Sitting here all summer, right on the spot where Santa Claus was invented, I know all about him. He is one hundred per cent. American, did you know that? Well, it would be before *your* time. But there was an old college professor named Moore who used to drive home every night this way—he had a little farm on Twentieth Street. They called it Chelsea Village, then. And one fine day, driving home, he made up "The Night Before Christmas."

Robinson: You mean " 'Twas the Night Before Christmas, When All Through the House?"

Smith: Yes, sir, that was the first time Santa Claus ever rode in a sleigh, or had eight tiny reindeer, or came down the chimney, or had a white beard, or a fur coat, or a little round belly. Old Professor Moore made those things up. In the whole of literature, no other (Continued on page 113)



BIG MOMENTS AT THE MID-SEASONS

- When Schiaparelli's "Chaste Lady" bonnets appeared. Innocent, childish bonnets with brims that rise off the brow, then descend near the ears and tie under the chin with bows—slightly à la Salvation Army. (You can see one on page 53.) Sometimes, the brims are faced in pure white, or made of lace for dinner, or of Panama for the beach. But one and all—they're young and sweet and new!

- When Schiaparelli's violet-blue moire evening dress turned its back and you saw—tacked nonsensically on the fannie—a tiny scarlet velvet bow. (This is shown on page 52.) Mad, yes, but not at all ridiculous. A spark of humour, well done, is always welcome.

- When Marcel Rochas' mannequin walked in with an evening dress shorter than anything we've seen in five years. Short—only in front; the back trailed on the ground. Astonishment ran high at its appearance, but this is a trend worth watching. Monsieur Rochas says we shall see more anon—in his next collection. There's a photograph of it on page 51.

- When Maggy Rouff's "Little Women" dresses made their entrance. There were four in all—utterly charming dresses with tiny basques, enormous skirts, and rows of thick cording at the hems. One was of grey taffeta (shown on page 49); another of glazed piqué in baby-blue; the other two with big table-cloth checks—red-and-white Rayon and blue-and-white surah. Marcel Rochas also introduced one of these little-girl dresses—a full-skirted white moire model with a baby collar and short sleeves.

- When all of Molyneux's old-fashioned shirring met your eyes. Shirring like that on the cape at the far right. Shirring needles are flying like mad all over Paris—not only at Molyneux's, but at Maggy Rouff's, Lelong's, Patou's, and Schiaparelli's. Shirred necks, shirred yokes, shirred sleeves, strips of shirring like panels on dresses, shirred evening capes.

- When Lelong brought forth his fan-flared evening ensemble. You can see it on the opposite page—a shimmering outfit of changeable green-and-purple taffeta with a cape and skirt spreading like a fan. At first, you thought it was fan-pleated. But when the mannequin came within reach, you found that Lelong had stitched the fabric on the inside (Continued on page 116)

Vionnet goes in for chest development in the black velvet dress at the right—draping flesh satin across the front and twisting it into straps. Lelong's arresting fan-like dress (opposite) is made of luscious green-and-purple changeable taffeta stitched in radiating lines: Molyneux tops a black crêpe dress with a black crêpe cape (far right) with shirred red crêpe sections. Both models on the opposite page are from the Salon Moderne, Saks-Fifth Avenue



VIONNET



LELONG



MOLYNEUX

R. DE
LAYERIE



LUCIEN LELONG (BERGDORF GOODMAN)

FROM THE OPENINGS

Lelong's dress at the left shows a new stunt at this house—rows of stitching done on the wrong side of the fabric in graduating intervals to give a spreading, ribbed appearance. It is startlingly effective in this dress of silk crêpe in brilliant bishop's-purple, with a gigantic ruche of purple tulle frothing around the shoulders. Both the tulle and the colour are details that you should note. The stool in the photograph is from the Marquis de Miromesnil

Maggy Rouff has made one of the fullest skirts in Paris in the steel-grey taffeta dress on the opposite page. Three wide rows of thick cording stiffen the hem, and, by some clever cut, the skirt pushes forward to echo the forward-jutting movement of the bodice. The roses and the facing at the neck-line are made of a changeable golden taffeta. This is one of the "Little Women" dresses that made such a stir at Maggy Rouff's Opening. Divan from Yvonne Roy



HORST, PARIS

MAGGY ROUFF (SALON DE COUTURE, BONWIT TELLER)



JEANNE LANVIN (BENDEL)

HORST, PARIS

UNEVEN EVENINGS

HUGE REVERS, like breast-plates, give the new chesty look to the dress from Lanvin shown in the photograph on the opposite page. It's a look that's encouraged throughout the Mid-Season Collections. Here, the revers are enormous points of stitched silver lamé—as shining as armour. The black taffeta bodice is skin-tight, the spreading taffeta skirt is voluminous, and two square silver buttons decorate the façade. The stool shown in the photograph is from the Marquis de Miromesnil

SHORT IN FRONT! Marcel Rochas astonished every one at his collection with the skirt at the right. It's an evening skirt, surprisingly short in front, but lapping the floor in back. This is a revolutionary tendency, but Monsieur Rochas intends to go on with it in his spring collection. Two fabrics are used in this striking dress—black velvet for the bodice and most of the skirt, and gold-and-white lamé for the trailing panel in back. The jewels worn by the lady are from Mauboussin in Paris



HOYNINGER-HUENÉ, PARIS

MARCEL ROCHAS (I. MAGNIN, CALIFORNIA)

Rayon and Silk

ARE STARRED AT SCHIAPARELLI'S

When the Schiaparelli dress shown first at the right turned its back at the Openings, the crowd broke into a smile (a pleased one). There, where a bustle once perched, was a tiny scarlet bow, brilliant against the violet-blue moire dress; Jay-Thorpe

"Cosmic" is the name of the new fabric that Schiaparelli used for the second dress—and every hand snatched to examine it at the Openings. It's a Rayon tulle, composed of two layers—black and white, giving a watered effect; Bergdorf Goodman

A Persian Paisley printed silk—brilliant with greens, purples, and reds—is used for the scarf and cuffs of the dark blue rough silk crêpe dress worn by the first seated lady. The accessories—hat and all—are black; from Bergdorf Goodman

The second seated lady, opposite, wears a Schiaparelli costume with several news items: the new black gaufred Rayon crêpe, called "Mélodie" because the raised designs look like notes; the very high armholes; and the new, naïve "Chaste Lady" bonnet

Sloping shoulders and high set-in sleeves are important in Schiaparelli's collection. On the black wool coat, opposite, she achieves sloping shoulders by a scarf draped under the collar. The black crêpe dress beneath has a shirred neck; Bonwit Teller

Stripes streak through all the collections. The Schiaparelli jacket farthest right is of hand-woven blue wool with red stripes. Again you see the new high-set sleeves. The skirt is of plain blue wool; the frilled blouse of blue silk crêpe; Milgrim. Blue straw hat

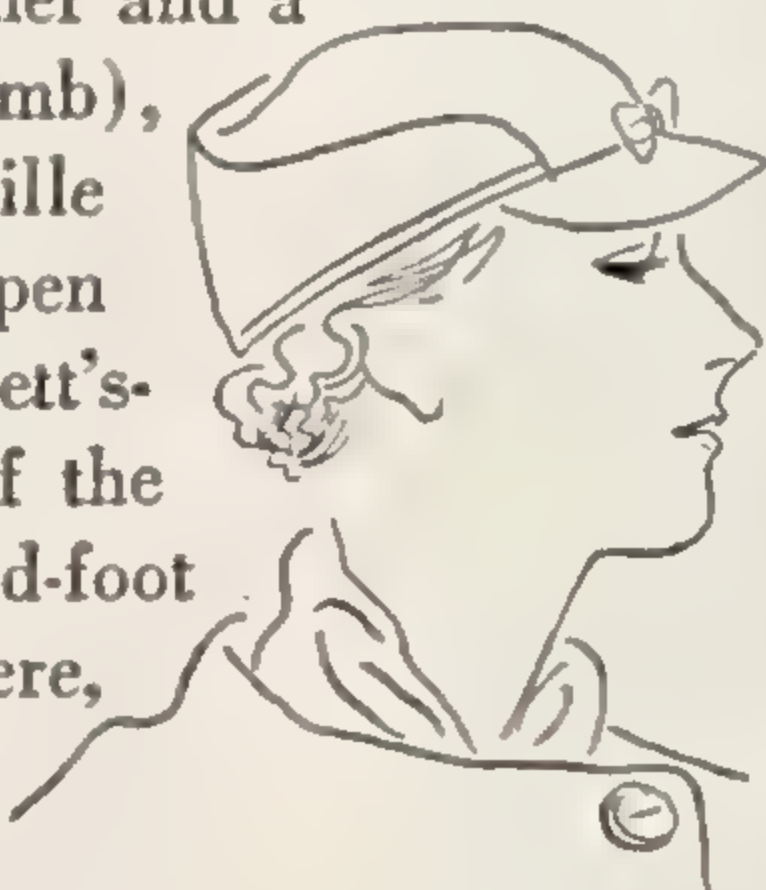




Skiing in America



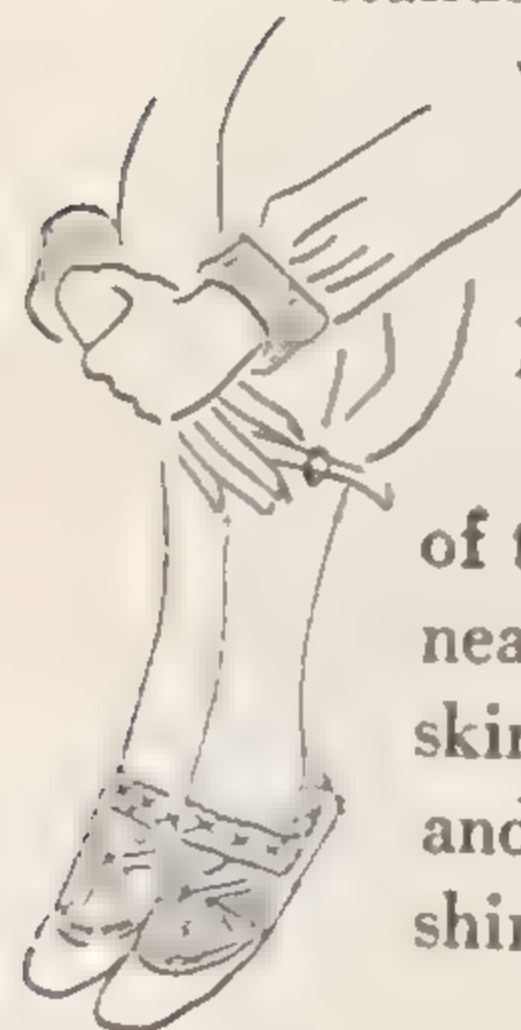
Any week-end now will find the gates of the Pennsylvania Station crowded with ski-minded people, armed with sticks and skis and dressed in boots and trousers. The public looks on wide-eyed and wondering at these gay groups of enthusiasts, all headed for American skiing spots. Some of them are going to Woodstock, high up in the mountains of Vermont, where there is a rope funicular which pulls you up a six-hundred-foot hill. At Woodstock, one stays at the White Cupboard Inn or at some other house in the picturesque New England village. Others go to the Marquis at Saint Saveur, Quebec, where there are red wine for dinner and a lovely hill (taking half an hour to climb), or to the Waterville Inn in Waterville Valley, New Hampshire, which is open all year. We are headed for Peckett's-on-Sugar-Hill, and the terrors of the Taft Trail, a twenty-three-hundred-foot descent down Cannon Mountain. Here, also, is the Arlberg School—as good as anything in Saint Anton.



Nine-thirty in the morning will find you driving up to the front of a long, rambling farmhouse, commanding a view of the Alpine-like White Mountains. You pass through a glass-enclosed porch filled with skis and fur robes. Your room is luxurious, with gay wall-paper and a bath with really hot water.

Ten o'clock school begins for those who wish to learn (lessons are included in the price of your room). In front of the house are fifty-odd pupils of all ages, doing the ski Daily Dozen. At the head stands Sig Buchmayer (Ski Master), who is a veritable Nijinsky on skis. Exercises over, the classes strip for action and are divided into three groups. Beginners go with Kate Peckett; Sig Buchmayer takes the best.

Across the valley shines the white ribbon of the Taft Trail. As you drive down the valley, nearer the trail, your heart sinks. Then, with skins on, you start climbing; the snow crunches, and soon you are stripped of coats to the shirt beneath. At the second big hill, your heart



THE SNOW HOUSE AT PECKETT'S, NEW HAMPSHIRE



SKETCHED MODELS ON BOTH PAGES FROM BEST



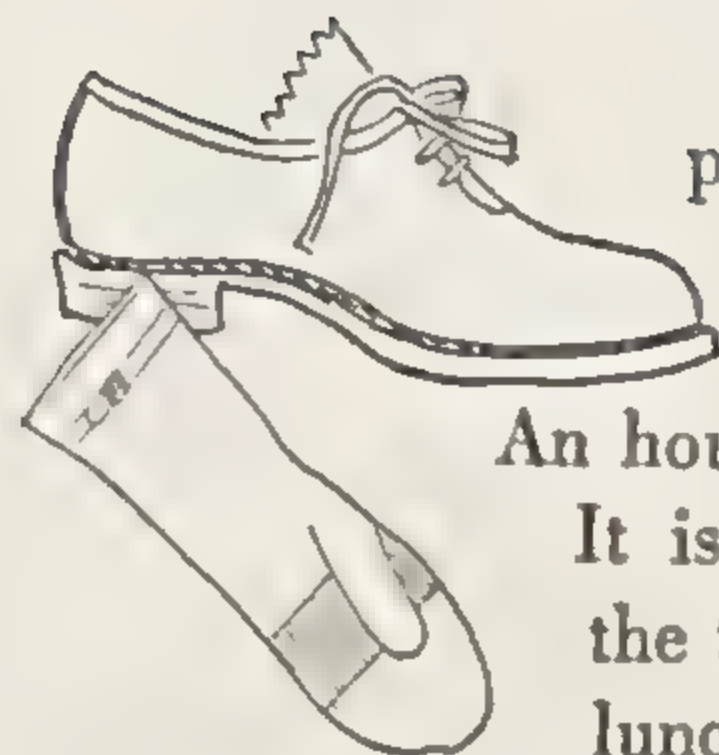
PHILIP RAHN



MRS. FRANCIS MCNIEL BACON, THIRD



SIG BUCHMAYER, SKI TRAINER AT PECKETT'S



pounds at the thought of coming down. It is fifty feet wide here, and thirty-eight degrees steep. An hour and a half brings you to the top. It is a heavenly day. For the moment, the trail is forgotten in the prospect of lunch and a sun-bath. Behind you towers

Mount Lafayette, and, in the distance, the gleaming white mass of Mount Washington.

Covered with oil and baking in the sun, you eat your lunch of sandwiches, dates, chocolate, and an orange. The fear has worn off after the first minute or two of skiing. When you fell, missing a tree by inches, it wasn't so bad. You will bend your knees more next time. Then, you start again, faster, faster (and this was the place which looked pretty flat coming up)—ahead suddenly, the big hill! With a super-human effort, you bend your knees and swing into a stop Christie. The big hill and mental hazards are at your feet.

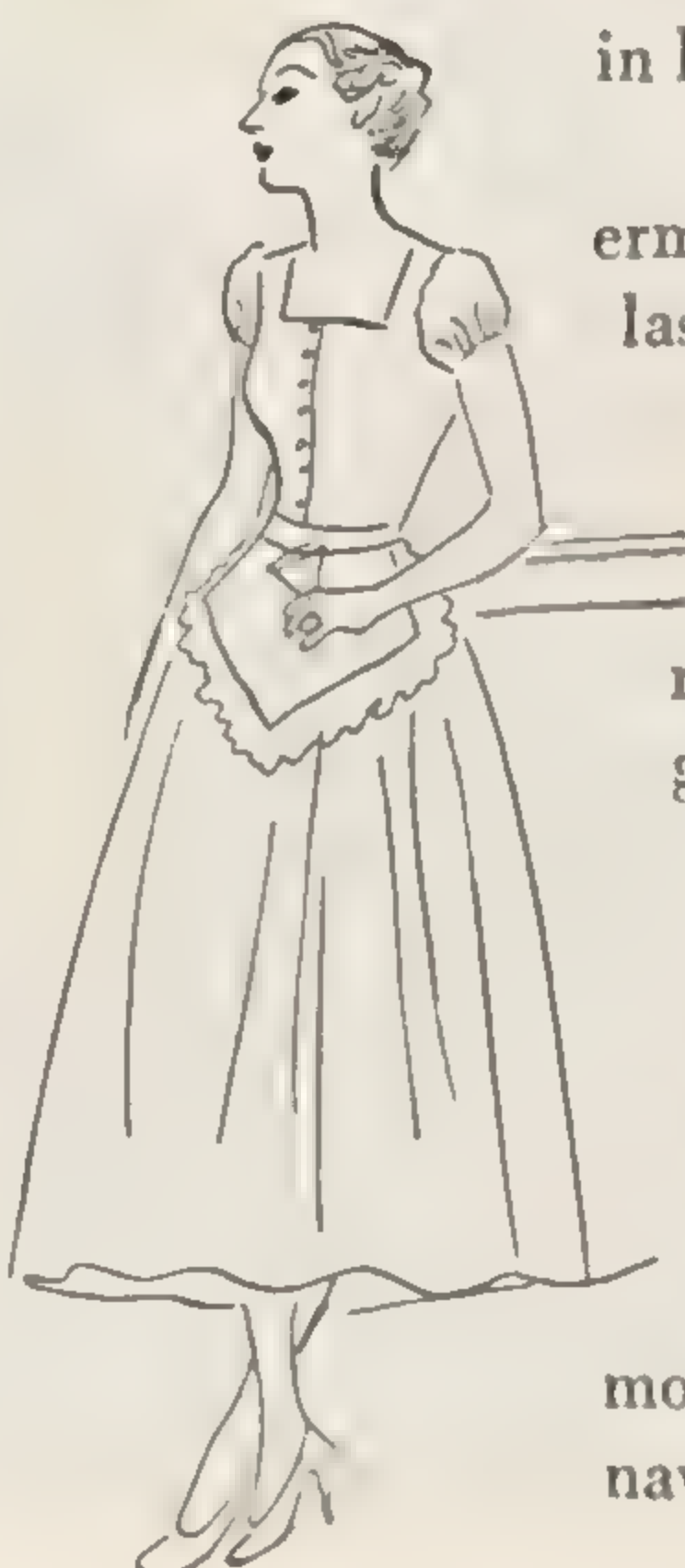
The tea-hour at Peckett's in the panelled room is fun, too. Every one is talking ski talk. "Did you see me do that beautiful Christie?" "The Taft Trail is harder than anything in Europe." "You should see Tuckerman's Ravine!"

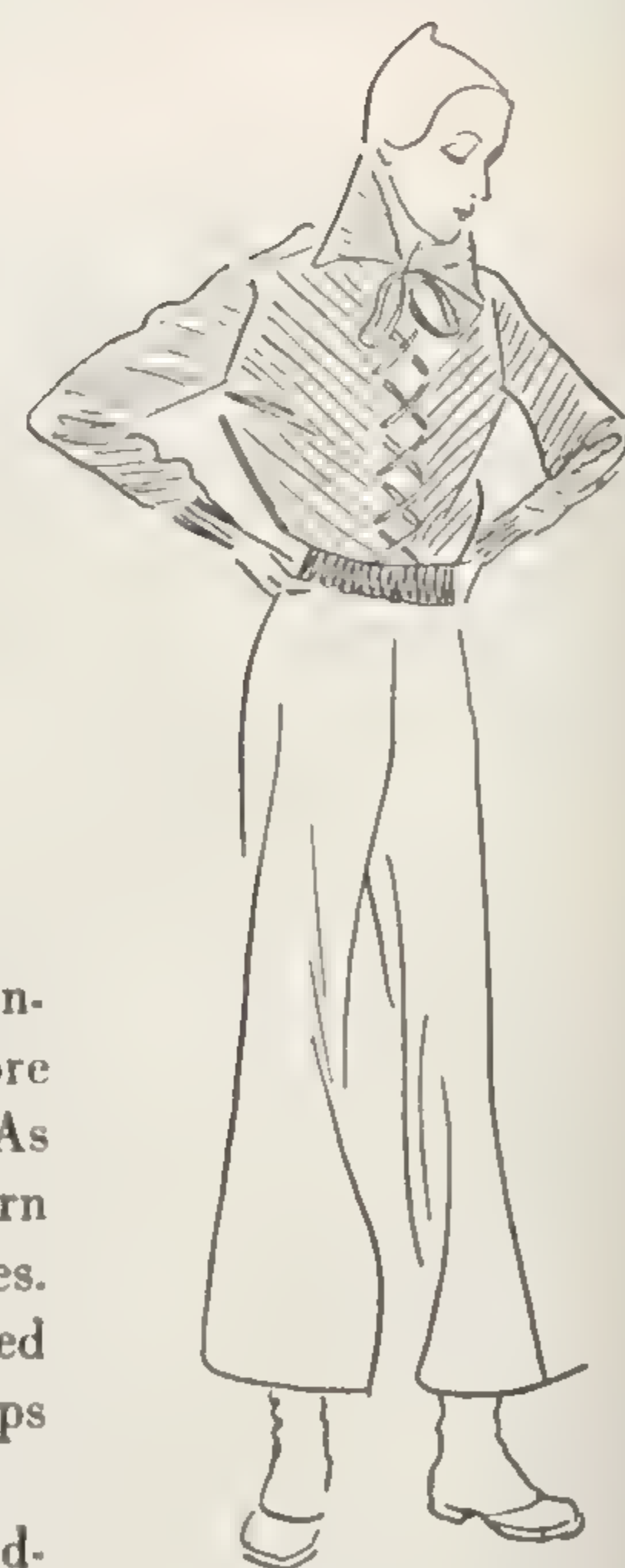
That evening, there is a German supper in the kitchen. Kate Peckett sits at one end of the table in her Austrian *dirndl*. The atmosphere is very Austrian and pleasant. Every one is talking very loud, mostly about his most recent accomplishments. Some one plays an accordion. A trip is planned for the next day. Already, you feel like a million dollars.

The White Mountains are also headquarters of the Hochgebirge, a group of Bostonians, including the Shaws, the Lawrences, and some one who married a Winthrop. Alec Bright, their King, is a fine skier, and has done much to promote an aerial tramway. The whole group dash up and down the Taft Trail dressed in blue jeans and are very haughty about their ability.

By the second week in April, the season at Tuckerman's Ravine, on Mount Washington, begins and lasts well into May. This place is truly Alpine, and, if you strike a good day, the skiing is as good as that in any place in Europe. Near Banff, in the Canadian Rockies, is another April Alpine resort. And if you are truly an enthusiast, you will go to Alaska, where you can ski through June, July, and August.

Kate Peckett spent last summer in Austria collecting ideas, and, for two weeks in December, Best will have them all. At Best's, Sig Buchmayer will come down from Peckett's to be in the winter sports shop for two weeks. Some of the models to be had are shown on these pages. The navy-blue wool ski cap (Continued on page 114)





Skiing in the Tyrol



KITZBÜHEL is the new spot in the Austrian Tyrol that is responsible for many of the smartest ski fashions. We tell you more about the life there, during the winter sports season, on page 96. As for the fashions—here are descriptions of the skiing clothes worn up and down the snow-clad slopes and shown on these two pages.

- At the left is a Bradley suit with a knitted white jacket, copied from the loden cloth jackets worn by Tyrolian peasants. This tops navy-blue knitted wool trousers; from Jay-Thorpe
- At the right is a Sacony suit with a knitted jacket in grey-and-black with red lacings, wool trousers, and helmet. Altman has this
- At the left (opposite), blue wool trousers with knitted cuffs, which go over the shoes, and a blue Byrd Cloth jacket; Wanamaker
- First in the trio on the opposite page is a Sacony suit with the plus fours first worn for skiing at Kitzbühel. The suit is of beige-and-brown faintly checked wool, and Saks-Fifth Avenue has it
- In the middle of the group is a Bradley suit of navy-blue wool with a short jacket and a scarlet brushed wool sweater; Bloomingdale's
- Farthest right is another Bradley suit of navy-blue wool with a scarlet knitted collar and cuffs and leather buttons; Peck and Peck
- Page 94 lists shops in other cities which have these ski models



JOHN MC BRULLEN

News from

At the Lido:
a piqué tunic;
divided skirt, and
high-crowned hat

At Monte Carlo:
ribbed wool-
and-flannel
bathing-suit

Fringed
plaid belts
and sandals
with smart
wide bands

At Monte Carlo Beach:
Dark blue suitcloth in
a full-shirted costume,
high-crowned hat

(Right) A black
maillot under a green linen
shirt and bolero

At Dinard: a
bath-travelling beach
wrap bound with
cotton webbing

the Riviera

A dotted silk
dressing gown to
lunch in on
the beach

Austrian
feyzes on
the beach
at Cannes

(Right) two cords
to fasten a
rough flax
shirt rolled
at the waist; brown jersey top

High-cut trousers,
and very Spanish
fringed wool sweater

A Tahitian pare
with a large
flower-design
printed on a
white ground

At Saint-Tropez:
a sail-cloth
shirt buttoned
over a maillot

A chic young Italian
wore this costume
of middie and shorts

Wanamaker has these models

PAGE 94 LISTS SHOPS IN OTHER CITIES WHICH HAVE THESE MODELS



AT HOME AFTER FIVE

Left, opposite page: Pleats, pleats everywhere—across the back, around the arms, even cascading from the waist in front—give a delectably tailored look to this tea-gown of sheerest apricot chiffon. In motion, they seem like so many unfurling fans, strategically placed to provide fulness without sacrificing the slim silhouette. The scarf, of persimmon chiffon, is tied much as you would tie a sports muffler—close to the throat in an Ascot or tightly crossed and tucked inside. A little train fluffs out in front, over your sandals. From Hattie Carnegie, New York; Neiman-Marcus, Dallas; and I. Magnin, California

Right, opposite page: Made of rayon moire so crisp that it almost stands of itself, this portrait-like tea-gown rustles as it might have through the corridors of a mediæval court. The large, bouffant sleeves are on elastic and may be moved up and down on the arms at will. The voluminous skirt flares widely from a gored top so beautifully cut and seamed that it fits with a glove-like precision. The narrow banding of aquamarine moire provides the only trimming on this model with the new coat-like effect. From Jay-Thorpe, in New York; Neiman-Marcus, Dallas; and I. Magnin, in California

Gold lamé is tailored like flannel and lined with velvet in the dramatic tea-gown shown on this page. Its smouldering folds sweep the floor in exciting contrast to the simple, well-cut top with its buttoned, double-breasted effect. The scarf, made of velvet to match the lining, ties and tucks inside the smallish rolled collar, and the casually tied velvet belt gives a smart, pulled-in look to the waist-line. This same model, in a striped navy-blue and raspberry wool version, is equally effective. Either one is charming for tea or for informal dining at home. From Hattie Carnegie, New York, and I. Magnin, California

Ultra

Gifts of a lifetime, chosen for their beauty, their quality, and their originality and guaranteed to stir the most pampered hearts, not only with immediate delight, but with lasting gratitude towards the giver

FIRST, let us assume blithely that you are more than ten paces removed from the poorhouse. Second, that you are so devoted to some one that you really want to make her deliriously happy this Christmas. Third, that you have enough ego to desire, in your heart of hearts, to make a magnificent gesture of giving that will draw Ah's of wonder from an admiring world.

On these premises, we have compiled this list of luxury gifts. Gifts that we've chosen purely and entirely for their beauty, their originality, their value. Money no object. This doesn't mean that we've scoured the town for purse-breaking, exorbitant presents—but that we haven't glanced at the price tag first. One thing we're sure of, though, is that every dollar you pay for these objects is worth it. No highway robbery!

The next step is to divide these presents into categories—so that you won't be lost in the mounting dazzlement. You don't have to follow them, but they might help you to make up your mind.

FOR WIVES OR GRAND PASSIONS: JEWELS. Husbands do not have to be told that nothing equals jewellery for restoring the lost gilt of romance in marital relations. There's something illicit about jewels, and wives adore illicit presents. It makes them feel like movie mistresses.

Udall and Ballou have an evening bag made of gold in three tones—red, green, and yellow—woven into a basket pattern that gives a brocade effect. It'll go with any evening dress and last a lifetime, and it costs about \$450. This shop also has a long white enamel cigarette-case that looks as if it were for Russian cigarettes, but is divided into two compartments inside and holds ordinary cigarettes. There's a modernistic design in turquoise and gold across one corner, and the whole thing is very, very swank to brandish about in the evening. Price, approximately \$180.

Now take a deep breath and look at Mauboussin's canary diamond and white diamond bracelet—the canaries in marquise (oval to you) shape. Give this blazing wonder to a woman with cat's eyes and be prepared to forfeit about \$5,500.

If your wife (or flame) wears picturesque tea-gowns and has a weakness for costume jewellery that is *not* made of tin and glass, find at Mauboussin's a white jade circular ornament outlined with coral enamel and hung from a flat chain of onyx, coral, and diamonds—alternating. This costs around \$1,200.

Paul Flato, that bright young jeweller, has the ultimate in luxurious vanities: a solid gold box, four inches by six, with a diamond and platinum monogram. Inside, there's a small gold vanity (likewise diamond-initialled) that you can take out and carry in any other bag, a lipstick, a lighter, a cigarette-case, and a bottle of Miss Athey's very personal and very expensive perfume. With this gold box, he throws in six outer bags made in any colours or fabrics you want, to match your various gowns—suède, satin, brocade, anything. About \$1,000 will get you this gorgeousness, but if you can't go as high as that, Mr. Flato will condescend to make the whole thing in silver, and the price will be around \$300.

Hold your hat now. Following are some super-super items worthy of a great love, a great obligation, or a great upturn in the market. At T. Azeez, you will find what is known as a Cleopatra wristlet. The two heads at the end are of pear-shaped emeralds in an exquisite colour, of ten carats each. The bracelet itself is of highly polished platinum seamed along the sides with square emeralds, baguettes, and round diamonds. Around the pear-shaped emeralds are high-lighting designs in scrollwork of round and baguette diamonds. The bracelet is semi-stiff, and the jewelled motifs go all the way around. Need we add that it is incredibly lavish—in spite of a certain tailored effect? The plunge is about \$10,000. If that doesn't bind her for life, T. Azeez has a cabochon emerald ring for about \$7,500 that makes a perfect running-mate for the bracelet. The jewel is forty-three carats, set with a band of baguettes. Four flexible shanks of baguettes form the body of the ring. *Figurez-vous!*

Now, grasping our hands firmly, see what Raymond C. Yard has in store for her Christmas stocking: a pair of square diamond rings, one a perfect blue-white, the other a golden canary-yellow. The canary costs about \$35,000, the blue-white one about \$50,000. Then, there's a string of pearls—rose and without one flaw in their luminous perfection. Price, around \$300,000. And a pair of black pearl clips, pretty ultra, at about \$3,000. Around the pearls are all sorts of fancy cut diamonds and an edging of tiny black pearls. Bergdorf Goodman has a superlative gadget that kills two birds with one jewel: it's a bracelet made of small gold circles, in one of which lurks a tiny, perfect watch. It looks like a bracelet, it keeps time, it's unbelievably (Continued on page 106)



STEICHEN

The ultimate in Christmas loveliness — a snowy-white fox cape with skins running vertically, from Revillon, and brilliant emerald and diamond jewels and pearls from Tiffany and Company. The emerald crêpe dress is an Yvonne Carette model, chez Revillon; the coiffure is by Martin from Vienna



BRUEHL-BORGES PHOTO

CONDÉ NAST ENGRAVING

PROVING THAT IMAGINATION, CELLOPHANE, PAPER, AND WHAT-NOTS CAN MAKE ANY GIFT LOOK TWICE AS EXCITING




Vogue's 100 gifts




FORTY CITIES HAVE THEM

HERE, we believe, is the greatest boon to Christmas shoppers since the days of the horse-car. In the next ten pages is the collective cure for all your perplexities of choosing, buying, and giving: a hundred Christmas gifts chosen by Vogue to save you from wearing your soles out and your temper thin looking for the right thing for Tom, Dick, and Mary.




The brilliant scheme behind these hundred gifts is that you can find them, not only in one city—New York—but in forty cities. No matter where you live in this wide land, somewhere near you, you can find one store—but only one—that has all of these presents on hand and on display as Vogue's One Hundred Gifts. The sun never sets, you see, on our famous taste!



We've thought of all your needs in compiling these gifts. There's a section for children, a section for women, one for the household, and one for the forgotten man. They're in all colours, all sizes, at all prices from a low of 50 cents to a high of \$60; and about eighty per cent. of the gifts cost under \$10. Under all our modern glitter lurks an altruistic heart!

The prices are only approximate, because they depend on distances and freight charges. So you may have the pleasantest shock of your life by discovering that the present you buy costs a bit less than we said it did! In any case, the prices are modest enough to ingratiate any purse.

Last but not least, these hundred gifts are gay, fresh, full of the ebullience of the season. They were chosen with pleasure to be given with pleasure. They apprehend every mood of every age. As soon as you've made your pick, turn to page 108 and find a complete list of all the stores in the country where these one hundred gifts can be bought. Godspeed and Merry Christmas—and don't say we didn't tell you!



● ON THE OPPOSITE PAGE ARE SOME TWENTY-ODD NEW IDEAS FOR CHRISTMAS WRAPPINGS. AMONG THEM—A PINK BOX, COMPLETE WITH DOVE, DESIGNED FOR A DÉBUTANTE; AND, FOR A SPORTSMAN, A PACKAGE WRAPPED IN BROWN PAPER TOUCHED OFF WITH RED-AND-WHITE FISHING-TACKLE. THE SMALL CHRISTMAS PIE, TIED UP IN CELLOPHANE, MIGHT HIDE A STRING OF PEARLS UNDER ITS NOVEL FELT COVER. ALL OF THESE GAY INVENTIONS ARE BY RAOUL PÈNE DU BOIS AND EXECUTED BY MRS. ROSOMAX CAMPBELL

Home for Christmas

1 This twin-faced electric clock, with luminous hands and dial, is a gift that finds a place on a library table or between twin beds. It's six and one-half inches high, of chromium with black Catalin. About \$15; Altman

2 For a white Christmas this year—this well-proportioned lamp with a beautifully carved white pottery base. The fourteen-inch shade is of white parchment, very simple and very smart. About \$12.75; Wanamaker

3 These twisted sea-shells of white pottery, filled with bright flowers, make a charming centrepiece for the festive board. They lend themselves to an infinite number of arrangements. About \$3.50 each; Wanamaker

4 An occasional lamp for which every hostess has a place. The base is of white wood, carved to look like a heavy tassel, and the twelve-inch shade is covered with rough white shantung silk. About \$8; from McCreery

5 A huge bubble of crystal-clear glass, delicately swirled with gold metal, is a joy to use for Christmas roses and blossoms throughout the year. It's about six inches tall. About \$2.50; to be had from McCreery

6 It's fun to pile great mounds of fruit in this amusing wire bowl. The bottom is of copper, set on little copper balls the size of marbles, and the copper wire sides are banded in white. About \$5; from Altman

7 A well-designed chromium breakfast dish that couldn't be better for sausages and eggs at leisurely Sunday morning breakfasts. It may also be used as a vegetable serving dish. Priced about \$5; from Bloomingdale's

8 This pair of fine percale sheets and pillow-cases have embroidered scalloped edges and hemstitched hems. The sheets, double-bed size, cost about \$10; the pillow-cases to match, about \$2.60; McCutcheon

9 A stack of sterling silver-banded coasters makes one of those delightful gifts that combine luxury and practicality. The rack that holds the six coasters is of sterling silver, too. About \$9.50 for the set; from Altman

10 A salad set for a connoisseur. The huge crystal bowl sits triumphantly on a chromium tray with crystal handles, together with chromium and crystal servers and chromium shakers. About \$35; Saks-Fifth Avenue

11 This white pottery baking-dish with its chromium frame and cover has great style and distinction when it is used for a hot-dish server at the buffet or supper table. It costs about \$6.50; available from Altman

12 Ice just can't be elusive when this chromium and crystal ice-spoon scoops down. The handle, which is of carved crystal, is curled around at the end in a gay flourish. About \$5; to be had from Altman

13 A magnanimous hors-d'œuvres dish of glass that's divided into three spacious sections to hold the savoury accompaniments to cocktails. The frame is made of chromium. This costs about \$4.50; from Olivette Falls

14 Gleaming white imported pottery with a leaf design has been used for this salad bowl and set of six plates. The serving fork and spoon are of the same pottery. This is priced at about \$4.50 for the set; McCreery

15 And here is something that's a brilliant idea executed with finesse. It's a copper-lined silent butler of black calf tooled in gold or silver, into which scores of ash-trays can be emptied. About \$9; Jay-Thorpe

16 A graceful gift to a gracious hostess—this sterling silver coffee service that includes a sugar and creamer, and a coffee-pot. The design is a particularly lovely one. The set costs about \$60; from Altman

17 For the final flourish to a perfect dinner, this brandy heater of silver-plate, with an ebony handle, to warm the liquor for after-dinner coffee. It may be used for hot butter sauce. About \$5; Bergdorf Goodman

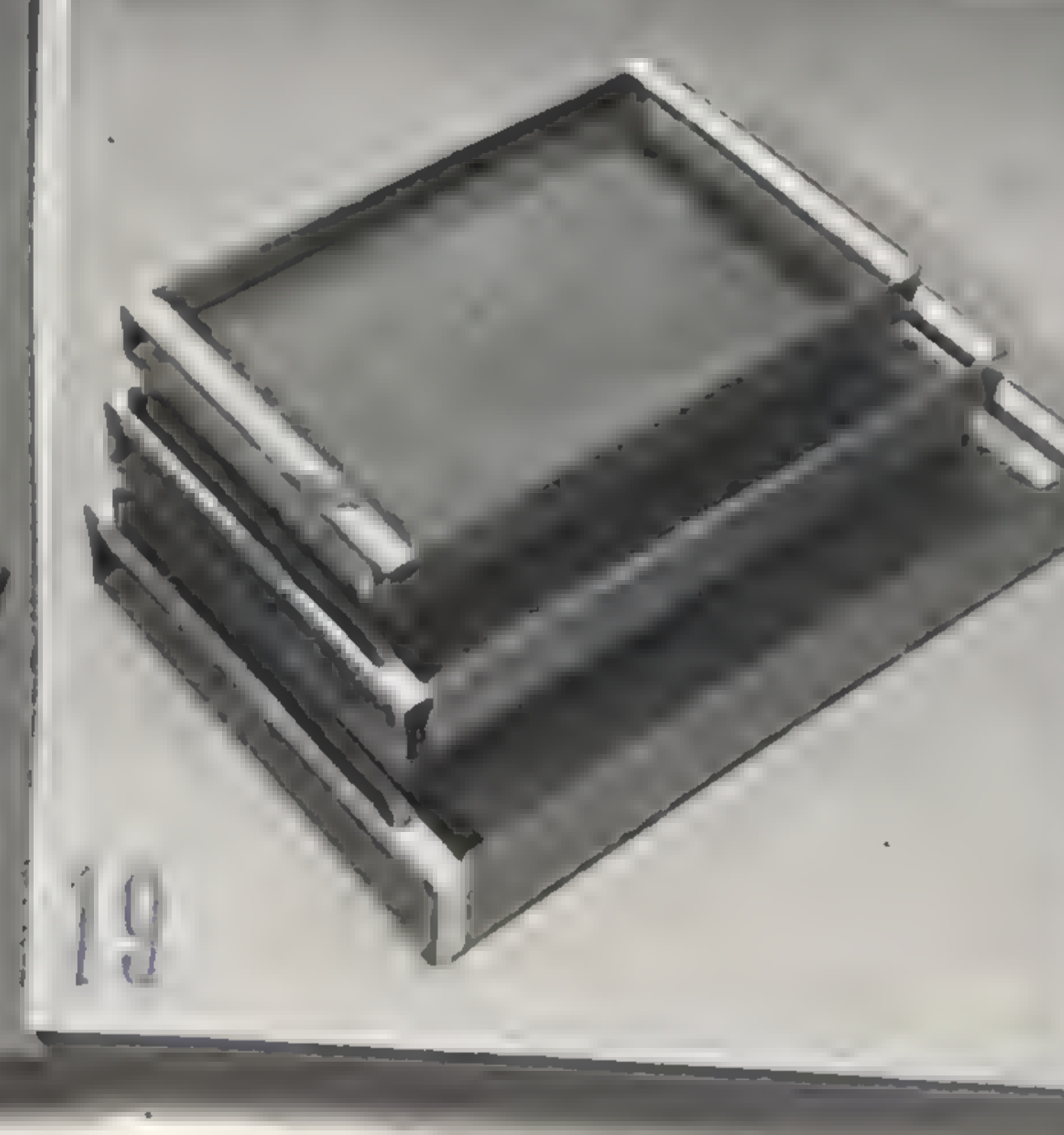
18 Three sterling silver relish or hors-d'œuvres dishes nestle in a wooden tray to make the smartest of serving trays. The dishes may be used separately as small vegetable dishes. About \$50; from Altman

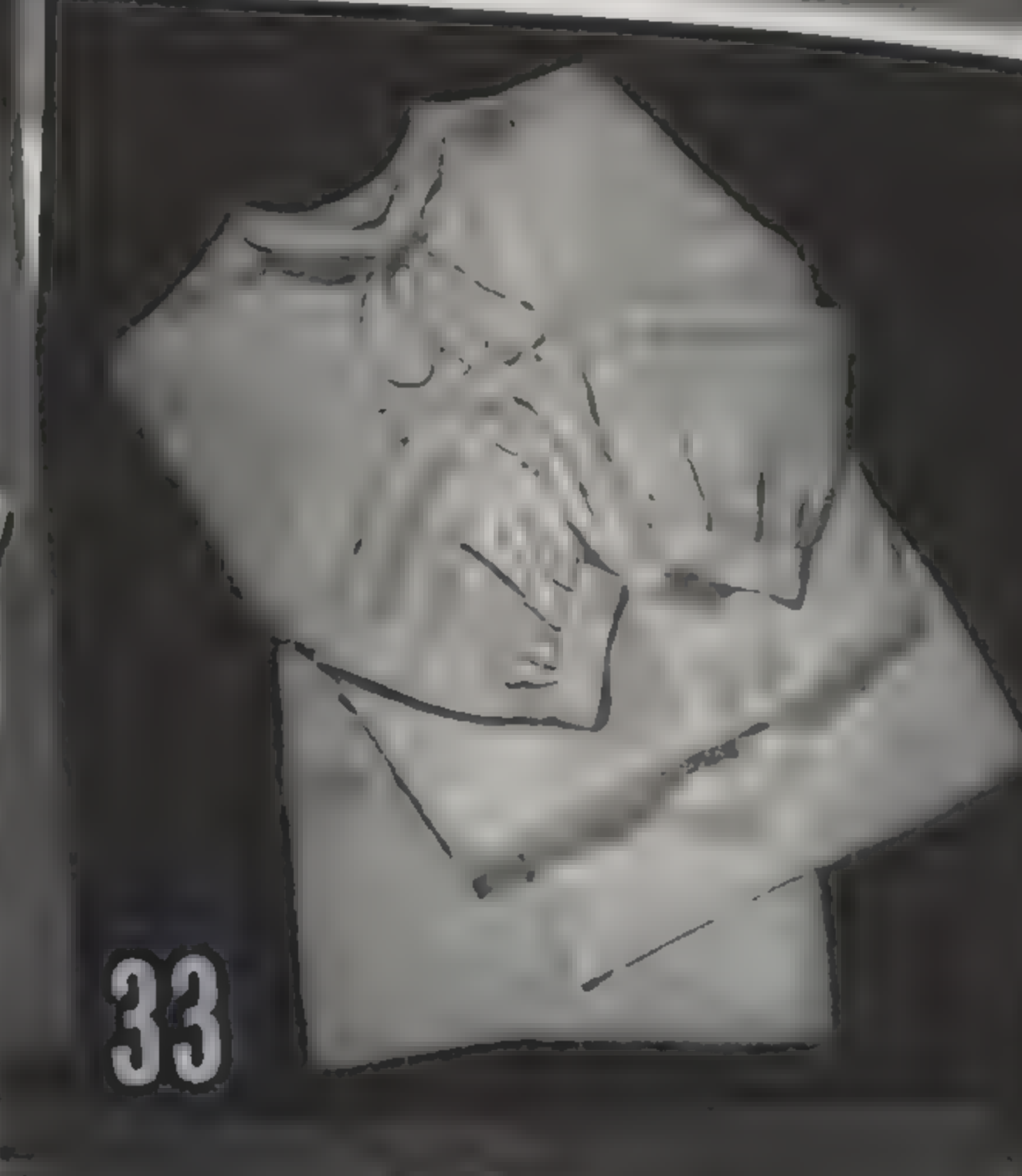
19 This nest of three walnut wood trays is sure to lead an active life. At each end, there's a chromium band that serves as a handle. The largest tray accommodates about fifteen glasses. About \$14; from Altman

20 A card-table that may be tilted up to serve as a fire-screen for the burning of the Yule log. Decorative, too, against a wall. It's in black, with a classic design in white. About \$12; to be had from Lord and Taylor



SEE PAGE 108 FOR THE SHOP IN YOUR CITY THAT HAS THESE GIFTS





To the Ladies



21 A super set of three Celanese taffeta lingerie cases, piped and lined in a contrasting colour. The large case (sixteen inches long) will hold a negligé and gown. In smart shades. About \$5.75; Jay-Thorp

22 They'll make warm friends—these boudoir slippers of soft velvet, trimmed with white lapin fur and lined in a contrasting colour. They come in blue, black, peach, and green. About \$5; from Franklin Simon

23 A platinum-plate evening case that all Paris carries. It holds a good supply of cigarettes, powder, rouge, lipstick, and comb, with a purse and a magnanimous mirror in the cover. About \$25; Saks-Fifth Avenue

24 Pyjamas, tailored as impeccably as a man's, are sure to please a going-to-school niece. These are of radium silk in rich, deep shades. The jacket is piped in a contrasting colour. About \$4.95; Best

25 For inveterate knitters (and their number is legion), this under-arm, Roman-striped faille silk bag that accommodates extra long needles. Receptive to loads of other gadgets. Various colours. About \$3; Altman

26 A chic companion for Christmas festivities is this velvet pouch evening bag with a jewelled clasp at each end. It's to be had in black and various rich colours that tone with evening gowns. About \$10; Bonwit Teller

27 A crown-jewel-like clip of round and baguette rhinestones that separates to form two smaller clips. It measures one and three-eighths inches and is smart on your dress, hat, or hair. About \$8.50; Altman

28 A slim, square compact of chromium that looks like platinum and is enhanced by a clasp and corners of simulated diamonds, rubies, sapphires, or emeralds. There's a huge puff and mirror. About \$5; Jay-Thorp

29 And now an automatic compact that works like a charm. Press one side; up pops the cover. Press again; and there's the powder. It is richly enamelled in two striking colours. About \$5; from Jay-Thorp

30 For her tailored outfits, this bag of shiny pig-grain calfskin of unbulgable build and satchel-like capacity. The double handles are smart. To be had in green, brown, or black leather. About \$10; Wanamaker

31 A Christmas greeting that will be flattering to her ears—rhinestone-studded ear-clips that lie flat against the cheeks in dazzling loops. Very new and chic for festive evenings. About \$5; from Bonwit Teller

32 A sumptuous set of lingerie (slip, gown, and panties); all hand-made of tea-rose silk satin and lavishly trimmed with hand-run Alençon lace. Each piece is cut to fit superbly. About \$15 for the set; Wanamaker

33 Perfect for *la jeune fille*—a pair of peasant pyjamas of pure silk in rose or soft blue. The blouse has a naïve smock-like yoke and a minute, high-fitting collar that ties with a bow. About \$7.95; Wanamaker

34 A miniature hamper is just the thing to hold soiled stockings and hankies and bits of lingerie. It's all dressed up in a white-dotted paper covering and a ball fringe. About \$1.50; from Lord and Taylor

35 A pouch bag of calfskin cleverly quilted, to carry with tailored daytime clothes. It is roomy enough to hold all your gadgets and papers, and it may be had in black or brown. About \$5; from Bonwit Teller

36 For the chronic globe-trotter, a grand shoe-case that plays host to twelve pairs of shoes. It's light, compact, of pigskin-grained material. At home, it may hang on your closet door. About \$40; Saks-Fifth Avenue

37 It spells out her name (or anything else you want), but it means a Merry Christmas to a young lady in her 'teens—this silver-finished bracelet. Each letter is connected by tiny links. About \$2.95; obtainable from Best

38 A luxurious travelling-case of pigskin to hold cosmetics in their original containers. The lining is washable; the tray, removable. It's a Christmas gift that is perfect to give or to receive. About \$20; Oshkosh

39 A sturdy silk umbrella with a masculine (and superior) Malacca crook handle. There probably will never be a smarter-looking umbrella than this classic model. In a wide choice of colours. About \$9; Wanamaker

40 An evening bag of mica-cloth that glitters like Christmas snow. Of the envelope type, it holds a comb, an enamelled compact and lipstick to match, and a purse. In pastel shades. About \$5; Franklin Simon

SEE PAGE 108 FOR THE SHOP IN YOUR CITY THAT HAS THESE GIFTS

The Male



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41 If he collects clippings and snap-shots, this leather-backed scrap-book will classify them in the grand manner. It's 16 inches high, and tear sheets keep it uniform despite additions. About \$4.50; from Wanamaker

42 Brand-new smoking accessories he can call his own. Both the ash-tray and cigarette container are of glass, heavily banded with metal. The tray is so flat that it can serve as a coaster. About \$3.50 each; Bergdorf Goodman

43 Soft black calfskin, richly trimmed in gold, is used for this desk set, consisting of a blotter, an inkwell, and a letter-opener. The workmanship will meet with masculine approval. About \$27.50; Altman

44 For Christmas cups of cheer, and many others, this cocktail server ensconced in a silver-plated ice-bucket. The server of glass, with a silver-plated top, is capable of holding 16 ounces. About \$6.50; Franklin Simon

45 A cocktail pitcher that gives great éclat to the rite of mixing Martinis. Lurelle Guild designed it of silver-plate, swizzle-stick and all, and it's large enough to hold lots of drinks. About \$14; obtainable from Altman

46 A breast-pocket case that boasts seven pockets and room for innumerable papers and checks, yet is wafer-thin and flexible, is a real find. This one is of natural pigskin. It costs about \$10; from Saks-Fifth Avenue

47 Military-brushes are a classic gift. These are made by Kent, with fine bristles and satinwood backs that are practically impervious to water. They're in a hunting-scene box. About \$13.50; Saks-Fifth Avenue

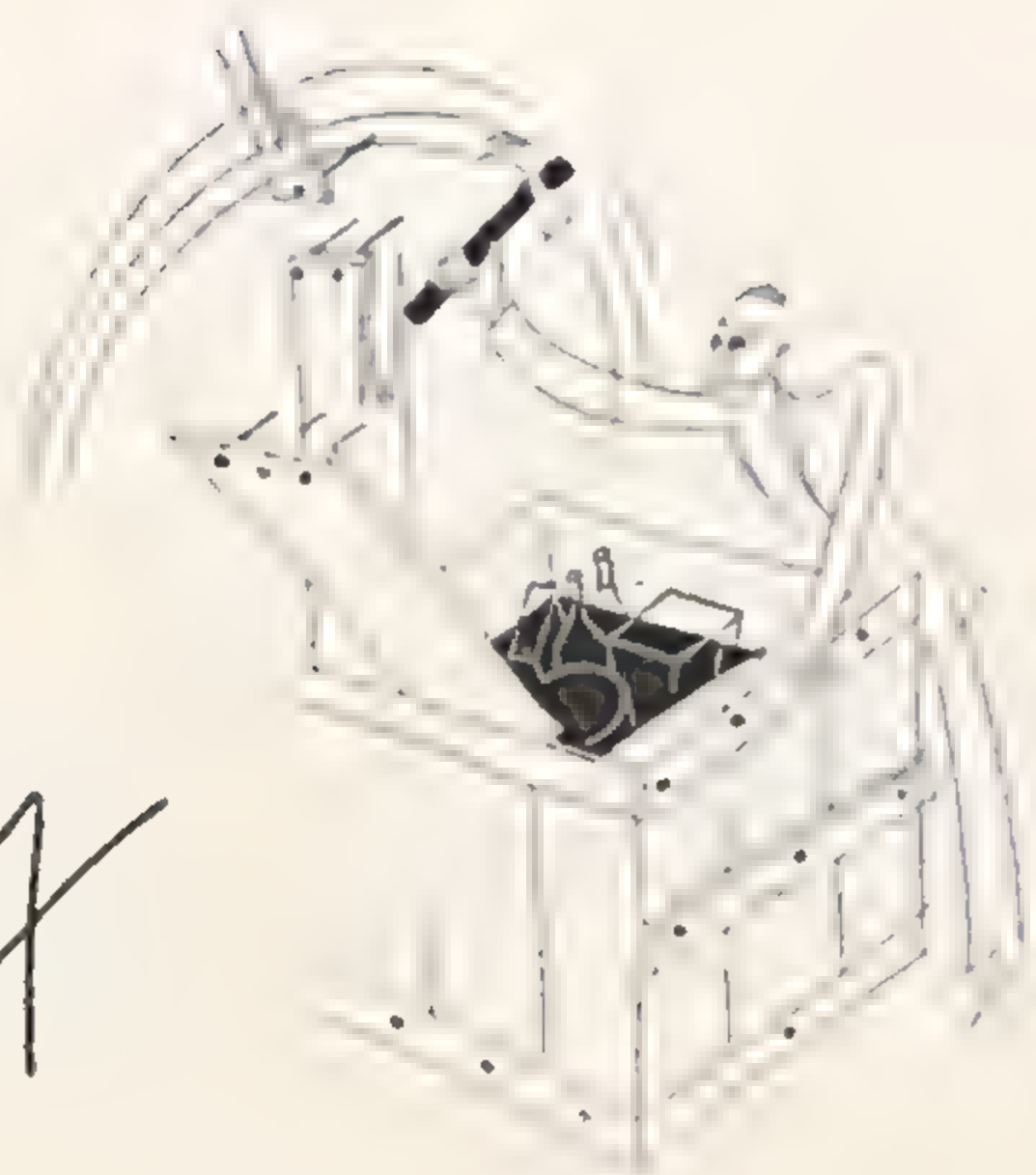
48 Any mint julep (mint crushed or not) will seem more ambrosial than ever in one of these tall, silver-plated tumblers. Lurelle Guild designed them in the modern feeling. About \$6 each; Abercrombie and Fitch

49 A slide-fastened overnight case of black or brown grain cowhide that is a smart addition to a man's luggage wardrobe. This has hangers and compartments that keep shoes and shirts safely apart. About \$24; Wanamaker

50 Everything a man needs for good grooming is packed neatly into this dressing-case of pigskin. A slide fastener bounds it on three sides for easy opening. The fittings are black or brown. About \$12.50; Wanamaker

YOU CAN BUY THESE GIFTS IN FORTY CITIES

Box



51 This pigskin manicure-case is small enough to fit into a vest pocket, but it's sufficiently large to hold a complete set of nail gadgets that really work. It has a slide fastener. About \$5; Abercrombie and Fitch

52 A master-stroke for a golfer—a handsome black walnut box that may be used for cigars or cigarettes when the half-dozen superior golf-balls it contains have gone into the rough. About \$5; available from Wanamaker

53 A silver-plated lighter for his desk that, given the necessary fluid, is practically infallible. Its excellent mechanism is the thing that does the trick so successfully. It is priced at about \$10; from Bergdorf Goodman

54 The ingenious top of this cigarette-case—it rolls back exactly like an old-fashioned desk—will please a mechanically minded male no end. The case is of nickel silver. It costs about \$5; obtainable from Bergdorf Goodman

55 A distinctive addition to a bachelor's flat is this silver-plated coffee service consisting of a sugar and creamer and a coffee-pot that holds large amounts of coffee. The handles are ebony finish. About \$35; Altman

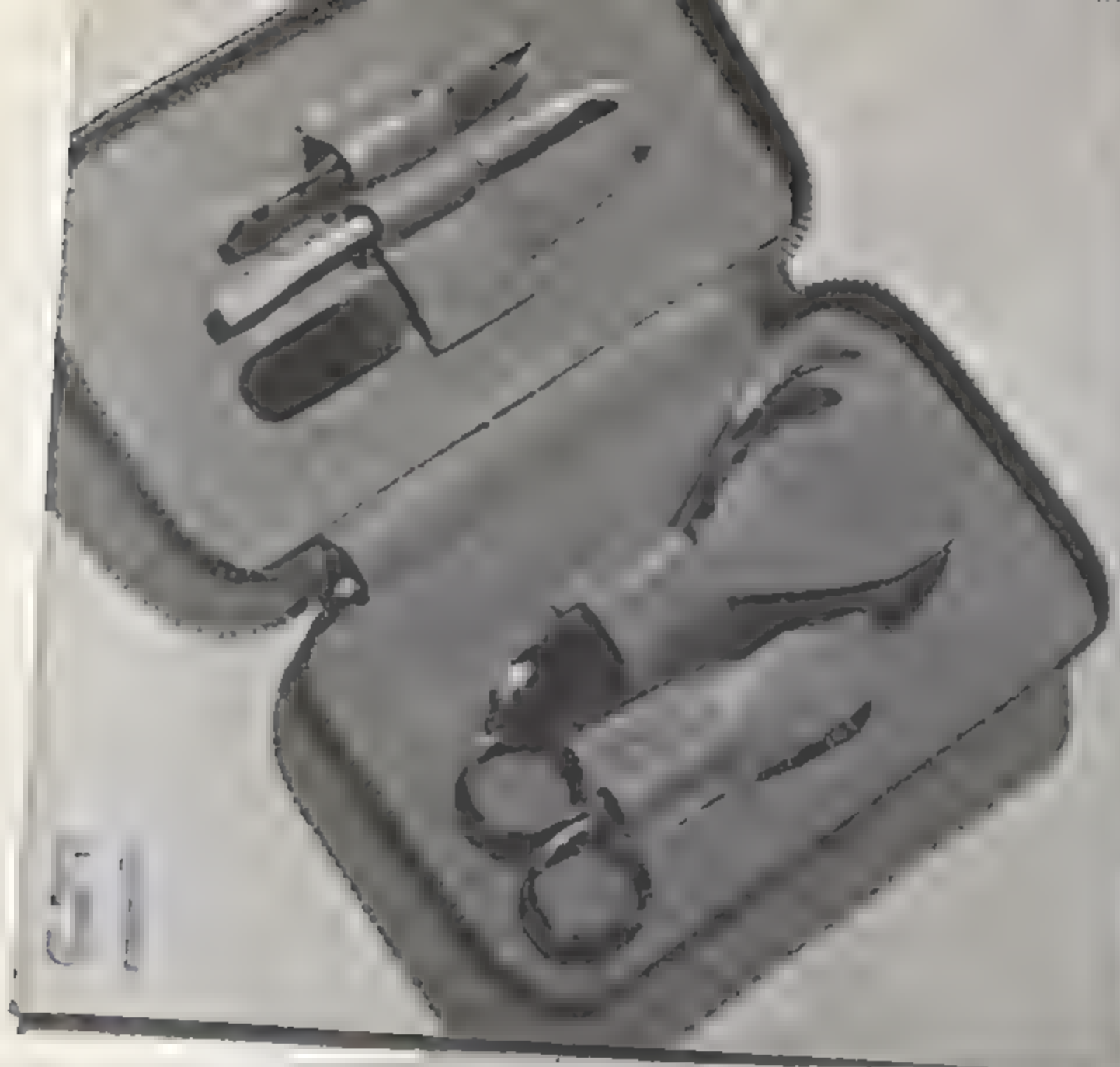
56 A towel that's almost the size of a sheet is of rough natural linen on one side and cotton terry on the other, bordered in colour. With the huge bath-mitt to match, it makes a good rub-down set. About \$2.50; Wanamaker

57 If international boundaries are his meat, this up-to-date atlas and globe are perfect for a schoolboy. The metal-banded globe is eight inches in diameter, and the stand for the set is of wood. About \$5.95; from Altman

58 Give a boy a boat he can build—all the materials for this trim, thirty-inch racing model are included in a marvellous sail-boat construction kit. The height of the boat is forty-two inches. About \$4.95; from Macy's

59 An exact scale reproduction of the Union Pacific stream-line train makes a grand gift for a boy in his early 'teens. Aluminum finished, with three illuminated cars and powered by "distant control." About \$19.50; Macy's

60 This silver-plated cocktail shaker will give a man a brilliant opportunity to show his dexterity at mixing. It's stripped of gadgets and equipped with a top that makes it shakable with one hand. About \$5; from Jay-Thorpe





Instead of

61 A cigarette-box of heavy, pressed glass, reproducing rock-crystal, is one of those casual gifts that are so right when you don't want to send a pretentious present. It is five and one-half inches long. Priced about \$2; from Jay-Thorpe

62 "Togo" is an engaging monkey made of a checked washable material. Topping off a Christmas stocking, he would delight any child, and he can doff his jacket and accompany his mistress into the tub. About \$1.75; F. A. O. Schwarz

63 These white china horses are decorative with or without small bunches of flowers in the little holders. They are five and three-quarters inches high, well modelled, and a charming gift. About \$2 a pair; available from Wanamaker

64 This little drum lamp, with its smart Directoire air, lights on both sides and is made of blue-and-red enamel. It is designed for a child's desk or table and will please a boy who has outgrown toys. About \$1.50; from Franklin Simon

65 If you're looking for a gift that is smart, unusual, but still inexpensive, here is the answer—salad scissors made of polished natural wood. The spoon and fork, joined at the top, are easy to manipulate. About \$1; from Bloomingdale's

66 Here is a bath set for the youngest members of the family. The set includes two washcloths, one drying towel, and a heavier towel to lay the baby on, all in white, edged in blue or pink, and wrapped in Cellophane. About \$1.60; Best

67 "Scrambled Eggs" is the descriptive name of this brand-new, three-dimensional puzzle. The egg in the photograph is the finished product. The puzzle is to make all the pieces form the egg. In yellow, blue, or green. About 50 cents; Macy's

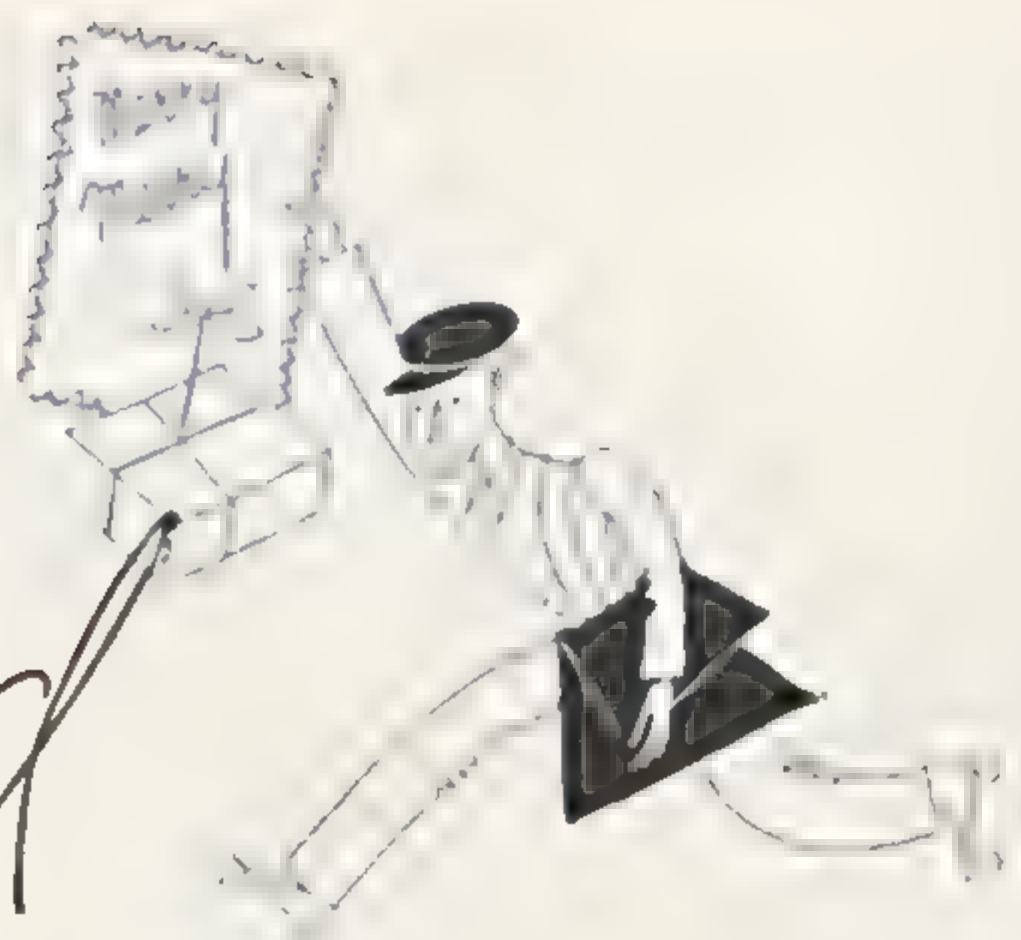
68 This novel spoon is made of chromium and has a corkscrew and bottle-opener in the handle—which, incidentally, is long enough to stir a Martini. This is a good casual gift for a bachelor or a hostess. About \$1; from McCreery's

69 A compact travel bottle kit is something every woman likes. Here is a very special one with a silk case, lined with rubber and outfitted with four bottles. You can get it in king's-blue or soft green. About \$2; to be had from Lord and Taylor

70 This double nut or mint dish with its looped handle is made of chromium and has a smart modern look. It would be useful, too, to hold the olives and arares that accompany cocktails for two or even four. About \$2.50; from McCreery's

SHOPS IN FORTY CITIES HAVE THESE GIFTS

a card



71 "Jolly Jigger" is a jigger with a little black hat concealing a corkscrew and topping a bottle-opener—an amusing "little gift" for almost any man on your Christmas list. It's of chromium and costs about \$1; to be had from Bloomingdale's

72 Since wire-work is so smart—and white wire-work especially—, any hostess would like to get this white wire fruit bowl with a glass bottom. The design is simple, and the bowl measures ten and one-half inches. About \$1.25; from Macy's

73 Ferns and bulbs will grow in this attractive white pottery window-box with a separate inside container. It's about a foot long, and it's a perfect gift for a sick-a-bed lady—or any other. It costs about \$3 and is available from Macy's

74 This newspaper rack with a gay rooster motif is made of metal and will hold your morning paper firmly while you eat breakfast. Husbands, hostesses, uncles, and beaux will receive this gratefully. About \$1.50; from Lord and Taylor

75 The gift that nobody gets enough of—simple, well-chosen stationery like this "Tweedweave" paper in grey, blue, and white. You are safe in giving it to anybody, from Great-aunt Emma to a neighbour's small daughter. About \$1.50; Altman

76 The little gifts are often the hardest, but here is a perfect one—a white chiffon handkerchief sprinkled with gold or silver lamé dots, to carry in the evening. It's specially nice for a sub-débutante. About \$1; from Lord and Taylor

77 A good value and a good timekeeper—a Pickwick travelling-clock in a black and nickel case, with a luminous dial that you can see at night and a folding easel back. It costs about \$3. This clock is available from Altman

78 Doubly useful is this cigarette-case that is also a perpetual calendar. It's made of baked enamel in black, and it's both smart and so inexpensive that you'll be tempted to buy it by the half-dozen. About \$1; available from Altman

79 You'll look far to find a more compact and complete travel sewing-kit than this—made of blue faille, piped in white, and well supplied with such necessities as darning-thread, needles, and pins. About \$1.50; from Saks-Fifth Avenue

80 Another of those invaluable trifles and an ideal "stocking" present for a man—a convenient little pigskin leather key-case that conceals a light for finding the keyhole on the darkest nights. It costs about \$1; available from Best

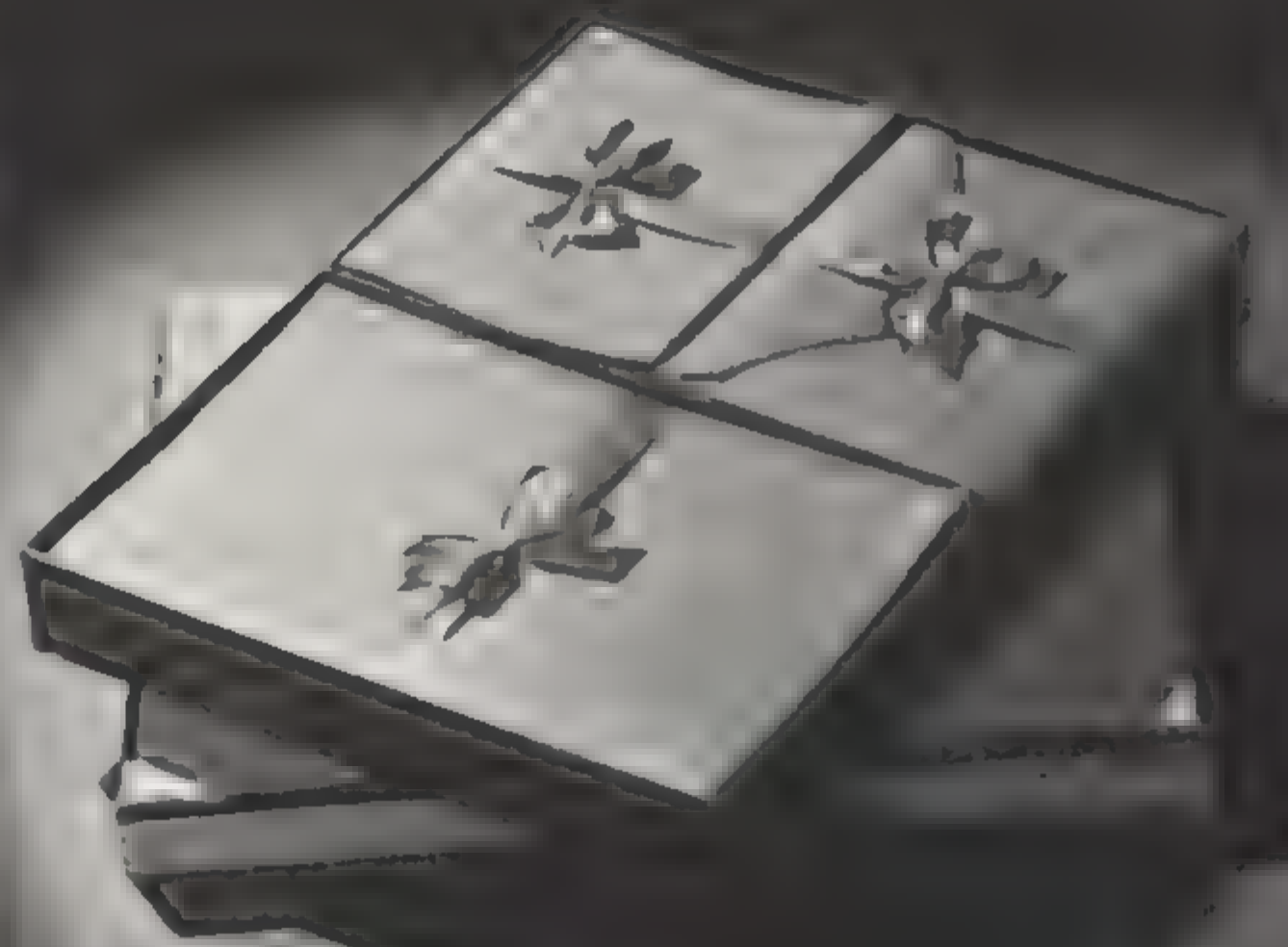
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For growing things

81 A play pen rug, thick and absorbent as a fleecy bath-mat, to tie on the bottom of the nursery pen. The flock of ducks designed on it is pretty fascinating to an up-and-coming baby. At about \$3; from Best

82 This Noah's Ark triumphantly sails the bathtub with its cargo of four little soap animals, all nicely designed and gaily coloured. After the soap has gone to suds, the wooden ark sails on as a toy. About \$1; Best

83 A wise-eyed duck that spends all of his time in the nursery. He is run by electricity and has numerals that are easy to read. Learning to tell time is fun when it's taught by this clock. About \$5.25; from Best

84 Next best to having Shirley herself as a playmate is this Shirley Temple doll, proportioned like an honest-to-goodness child. Even her dress is a replica of one the little star wore in a play. About \$5; Wanamaker

85 For a young child's room, this charming lamp with its hand-painted glass base has a pleated paper shade. The candlestick handle makes the lamp easy to move from place to place. About \$3; from Wanamaker

86 A stream-line automobile that winds up, to make Christmas a dizzy success for young speed demons. Since it's all of steel, it will stand hard usage. The lights run on a standard battery. About \$1; from Macy's

87 For embryo architects, this sky-line puzzle of the jigsaw type, in three dimensions. When it's finished, there stands a model of the Empire State Building, absolutely true in scale. About \$7.50; from Macy's

88 Roller-skates—was there ever a better gift to find under the tree? These are a new model, with stream-line mud-guards, ball bearings, straps and heel guards. The skates are adjustable to any size. About \$2; Macy's

89 A Dydle Baby doll that little girls will adore to mother. It drinks, and it sleeps. It breathes, and it moves. Even the eyes stay tight shut when it's asleep. It wakes by turning the head. About \$5; from Macy's

90 Goldilocks and The Three Little Bears (including the porridge bowls) have been fashioned into these delightful, educational toys. They're an ingenious invention for rainy-day playtimes. About \$5; Bonwit Teller

91 You can see the stars on Christmas night with this four-lens telescope. It has a nine-mile vision; a two- to three-mile range; and father can look, too, for the tripod extends to six feet tall. About \$3.50; Macy's

92 Buck Rogers Rocket Ship that winds up, runs in a circle, and shoots a grand shower of non-inflammable sparks. Impressive to young things, if they have a chance to snatch it from their elders. About \$1; Macy's

93 For older children who like to use their hands—this bead-craft weaving set is an excellent gift. Designs and sufficient beads for one pattern are included, with the loom. About \$2.50; available from F. A. O. Schwarz

94 A gasoline filling-station that will certainly do a rushing business. Two shiny gas-tanks, an oil-draining contraption, an oil-can, a wagon, and a car are lined up in an impressive array. About \$1; from Macy's

95 To keep order in the nursery, this kindergarten footstool that comes equipped with things like weaving materials, wooden beads, and crayons. The stool is of wood, with an upholstered top. About \$2.50; Macy's

96 A velocipede, but what a velocipede! Made of tubular steel, all shiny and bright, it's equipped with real pneumatic tires on which intrepid three-to-five-year-olds can whizz down the street. About \$16; Macy's

97 Earnest young scientists will revel in this Buck Rogers Scientific Laboratory. It includes a microscope, a telescope, loads of test-tubes, and other authentic chemical paraphernalia. It costs about \$15; Wanamaker

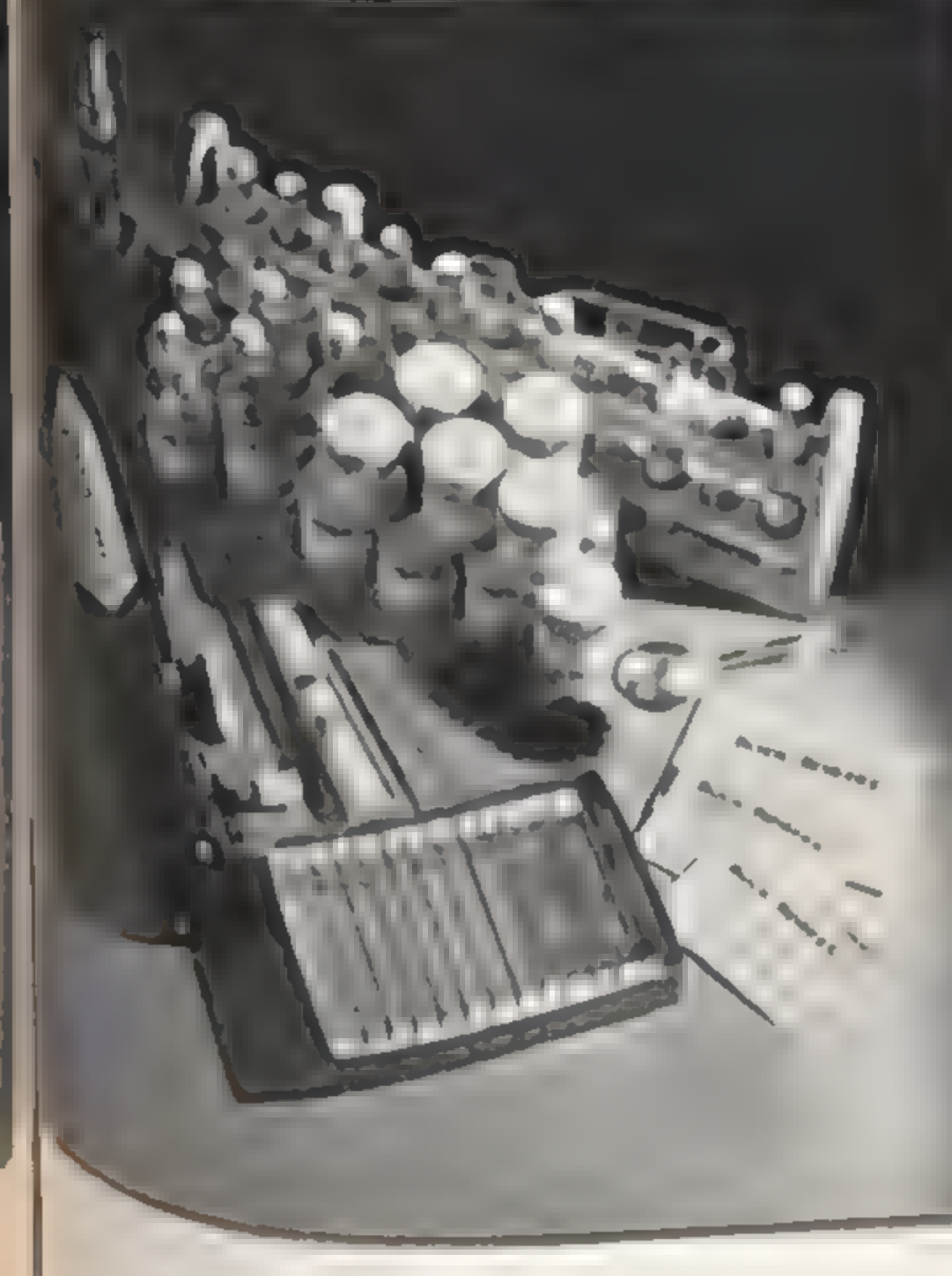
98 A miniature sewing-cabinet of walnut that provides the wherewithal for making dolls' clothes, embroidered bits of finery, and many other nice things. It can be easily carried around. Priced about \$2.50; Macy's

99 An all-white doll's coach that will make any little girl's eyes as big as saucers. It's almost large enough to hold a real baby, and it is upholstered in white leather cloth. Storm curtains and brake. About \$27.50; Macy's

100 If he has a passion for taking photographs, this photograph-and-developing kit is a happy choice. It contains a camera, films, and an outfit for developing and printing the films. About \$2; F. A. O. Schwarz



SEE PAGE 108 FOR THE SHOP IN YOUR CITY THAT HAS THESE GIFTS



What Every Woman Wants



(Left) A warm but flattering red jacket of quilted pink silk crêpe; Eleanor Beard



(Right) A black sequin jacket to wear over an evening dress; Best



Baum-marten mounted on a two-colour velvet scarf - charming for evening; Stein and Blaine

Pink and gold lamé poppies; Saks-Fifth Avenue
Three-strand Teda pearl necklace



(Left) A white lamé evening bag with a handle and a rhinestone clip; Milgrim. A black satin bag with fluting; Saks-Fifth Ave
Bracelets of rhinestones, simulated rubies and emeralds; Milgrim



Perugia mules of red and gold leather; Saks-Fifth Ave
White lamé mules, lined and trimmed with fur; Bergdorf Goodman

(Left) For your debutante niece -
a reversible cape of ribbed white-
and-silver lamé lined with black
velvet; Best

(Right) No gift is nicer than furs.
Black caracal is used for this
cape with a flare in the back and
a muff to match; Bonwit Teller

(Left) A bright
chiffon kerchief
held by a crystal
and ruby clip;
Bergdorf Goodman

Paillettes
in gold on a ruffled
evening bag and a
strap sandal to match;
Bonwit Teller

(Left) The sportswoman
will like this ribbed sweater;
Saks-Fifth Ave

(Right) For cold mornings - a
coral-pink quilted velvet jacket
or quilted pink crêpe and fur
bed-boots; Jay-Thorpe



HOYNINGEN-HUENÉ, PARIS

MISS CONSTANCE BENNETT

THIS VERY CHIC STAR of motion-picture fame is wearing an afternoon ensemble by Mainbocher in the photograph above—one of the tunic models of which she is especially fond. The tunic itself is of lustrous black satin; the skirt beneath it is of dull black wool; and there is a loose box-coat lined with the satin and trimmed with an enormous bow. Topping it all is a small shirred satin toque with an alluring dotted veil, designed by Maria Guy—a hat that gives a final note of chic sophistication to this costume of unrelieved black which stands out in a season of vivid, pungent colours. The jewel-like modern mirror that forms a background in both photographs is by Serge Roche

JAY-THORPE has the dramatic Mainbocher gown on the opposite page—one that Miss Bennett has chosen for formal evening occasions. It's made of black satin combined with black faille façonné—an interesting combination of textures and surfaces. The figure-moulding silhouette with low-placed fulness is typical of this designer's new collection. Here, the fulness of the train starts low at the centre-back and then sweeps out majestically at the hem-line. The same full movement is repeated in the short cape made of looped satin and tied in a bow under the chin. This is another example of the primly high neck-line that was so much in evidence throughout the Mid-Season Collections in Paris





COSTUMES FOR COCHRAN'S REVUE BY CECIL BEATON



ILKA CHASE, IN A HATTIE CARNEGIE DRESS



JUDITH ANDERSON, GOWNED BY SAKS-FIFTH AVENUE



HEDDA HOPPER, GOWNED BY SAKS-FIFTH AVENUE



TALLULAH BANKHEAD IN A SCHIAPARELLI GOWN

Spotlight on stage clothes

BY MARYA MANNES



MARY HEBERDEN IN A HAWES GOWN



MURIAL WILLIAMS, GOWNED BY HAWES

NOT long ago, a producer would tell his henchmen: "Go get me a drawing-room for my play." Whereupon the henchmen would rush to some warehouse, piece together a drawing-room out of the relics of dead plays, and set it up triumphantly on the stage. They hadn't read the script, but a drawing-room was a drawing-room after all, so why worry?

Likewise, the leading lady (who unfortunately had to read the script) was sent out to get herself an evening dress for one act and two day dresses for the other two. She chose anything that fancied her erratic (and often tasteless) eye. The rest of the feminine cast either wore their own clothes or were bought the cheapest the producer could find. Hence, it was not at all unusual to find a magenta leading lady and an orange soubrette disporting themselves on green sofas in a mustard set.

With the rise of the stage designer came the rise of stage dressing, which is now an art and a science in its own right. About six years ago, Margaret Pemberton pioneered in the field by setting up an actual bureau of theatre fashion at Saks-Fifth Avenue, where she and Sophie Gimbel could dress plays with attention to the script, the setting, the mood, and the actress. Since then she, Clarita de Forceville and Edna Frankau at Bergdorf Goodman's, Hattie Carnegie, and—more recently—Hawes, have dressed the most elaborate and expensive productions on the American stage.

All of them have certain rigid principles in common: they read the script of the play they are to dress; they work in close contact with the stage designer, who supplies them with colour samples of his backgrounds and his furniture; they study the effects of light and distance on fabric and line.

Dressing actresses is quite a different job from dressing society women. It de-

mands, besides fashion sense, an intimate knowledge of the theatre. Materials—like flat crêpe, or chiffon, or prints—that look charming in the drawing-room, may look cheap and sleazy on the stage. Very delicate colours are often lost or changed in the amber and rose lights of the switchboard. Small details of dressmaking—fine tuckings or seamings—are invisible from the third row back and therefore futile.

These experts in dressing actresses all agreed that gowns have to be made of the finest quality of fabric and, in most cases, the stiffest. Heavy silk taffeta and slipper satin, for instance, hang dramatically and take the lights beautifully. For daytime scenes, Countess de Forceville grows more and more enthusiastic about wools as opposed to crêpes and other dull fabrics. Light wool drapes perfectly and retains a remarkable richness of colour.

They all agreed, these experts, that if an actress is to stand out from the rest of the cast, white is unquestionably her colour. Do you remember the dazzling radiance of Lynn Fontanne, for instance, when she appeared in "Reunion in Vienna" in her white Empire gown? For conspicuousness, red and black run close seconds; while soft greens and greys are apt to melt into the backgrounds.

Another mutual agreement was the danger of excessive chic on the stage. What might look charming in the Colony Restaurant could look grotesque on the stage. The theatre exaggerates everything; and if the balcony sees an inane (however chic) little hat perched on the brow of the leading lady, it is apt to snicker and forget the dialogue. In the theatre, chic is used not for itself, but entirely towards the end of flattery. Mode or no mode, the actress must look her best.

Camouflage and accent play an even greater part (Continued on page 104)



STEICHEN

BENDEL

THE LITTLE FUR HAT

Like nothing so much as little upside-down flower-pots are Chanel's fur hats. This one, worn by Mrs. William T. Wetmore, is of black Persian lamb, adorned with four white gardenias perched on the crown and a coarse, visor-like veil shielding the eyes. It meets its match in the full Persian lamb sleeves of Vionnet's black wool coat, fastened around the throat with a huge taffeta loop. Hat and coat from Bendel



HAT FROM BEST • JACKET FROM JAECKEL

Talbot piles layers of black Persian lamb on layers of velvet to make this Tower of Pisa hat, and then finishes it off with a black quill that juts out to one side; from Best. Miss Gwili André, soon on her way to Hollywood, wears it with Schiaparelli's Persian lamb jacket and dachshund muff from Jaeckel. Her diamond-and-crystal ring and diamond bracelet are by Paul Flato. Décor from W. and J. Sloane

PERSIAN LAMB PEAK

VOGUE'S *finds of the fortnight*



SELECTED BECAUSE—a black chiffon and lace nightgown like this (far left) makes a flattering gift. It may also be had of satin, in luscious shades. Lord and Taylor; \$10.50

SELECTED BECAUSE—a printed satin nightgown offers variety, and the muguet print of this model (second figure from left) is charming. Franklin Simon has it; \$6

SELECTED BECAUSE—this robe of fine Botany flannel has warmth and lightness, as well as beauty. Satin lines the monk's hood and make the sash and cuffs. Altman; \$17

SELECTED BECAUSE—this house robe (above) is tailored in the smart coat fashion. Of velvet or satin stitched in a matelassé effect, satin lined. Franklin Simon; \$30

SELECTED BECAUSE—this monk's robe hostess gown (opposite page) makes home life interesting. Of Cheney's transparent velvet, lamé trimmed. Bonwit Teller; \$30

SELECTED BECAUSE—these one-piece hostess pyjamas (second, opposite page) have a clean-cut dash that's refreshing. Of Cheney's transparent velvet. Wanamaker; \$17

SELECTED BECAUSE—the strap-back décolletage of this self-brocaded satin nightgown (top, opposite page) couldn't be more chic. Valenciennes lace edging. Best; \$8

SELECTED BECAUSE—this long-sleeved satin nightgown (far right, opposite page) has a naïve charm. The sleeves are of chiffon to match. From Saks-Fifth Avenue; \$12



WHERE AND HOW TO BUY

No matter where you live, you can buy Vogue's Finds of the Fortnight. On page 28, there is a list of shops that have them. If no shop in your town is on this, write to Vogue, 420 Lexington Avenue, and we will send you the name of a shop near you



PRACTICAL DRESSMAKING

ENSEMBLE No. 6861 may be in street or dinner length. A gathered ruff peeps flatteringly out of a double-breasted fitted jacket. Of "Puff-lasse," of Seraceta yarn from Cleco Fabrics. Designed for sizes 14 to 40

FROCK No. S-3764—A slenderizing slip topped by a graceful overblouse with a peplum. A Grecian chiffon drapery, which is removable, hangs in folds from the décolletage to the floor. Designed for sizes 14 to 42

WRAP No. S-3763 can be made as a short dolman jacket buttoning around the hips or as a full-length wrap. It is of Howlett and Hockmeyer's velveteen. Designed for small, medium, and large sizes

ENSEMBLE No. S-3765—Chic and practical for all-day town wear, this trim ensemble with its abbreviated box-coat is virtually indispensable. Of G. M. Ruth's flecked and plain woollens. Designed for sizes 14 to 42

FROCK No. S-3767 is a one-piece model with the effect of a two-piece when you tie on the sash peplum. Made of a Du Pont Rayon fabric, threaded with "Cellophane," from Stehli. Designed for sizes 14 to 42

FROCK No. S-3766—A perfect frock for that afternoon tea or bridge, with its interesting seamings and wide kimono sleeves. It's made of a printed crêpon from Wager and Hirsch. Designed for sizes 14 to 40

FROCK No. 340 looks more like a suit than the two-piece dress it is. Snugly waisted and flared in back, the bow-like guimpe adds a feminine-note. The straight skirt is slit. Designed for sizes 12 to 20





BACK VIEWS OF THESE MODELS WILL BE FOUND ON PAGE 104

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; 1196 THE MERCHANDISE MART, CHICAGO, ILLINOIS; OR 523 MISSION STREET, SAN FRANCISCO, CALIFORNIA; IN CANADA, 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES GIVEN ON NEXT TO THE LAST PAGE.

Shop-hound

Tips on the shop market



WHEN you need stockings, it's nice to get six pairs for Christmas. It's nice, too, to get a wrist-watch when you've murmured your desire for one for the last half-year. But it's downright thrilling when your fumbling fingers open a Christmas package and disclose something you never thought of—something new, unique. Something that makes you wonder why you never had it before. It's really a test of psychology on the part of the giver. And since some of you may not be born with that sort of intuition, here we are—loaded to the gun-wales with hints of How to Surprise and Please. If the following gifts do neither, blame it on the dour nature of the recipient—not on us!

- We have kept our ears and eyes open for months for hints on good gifts for men, and when we ran into three men who had come back from England with leather tobacco-pouch and pipe-cases combined and who displayed them with a foolish grin of pride, we knew we had a good thing. Alice Marks knew it, too, for she has imported dozens of them from England. She has them in all sorts of leather, but we chose pig-suède, which is soft and rich and mannish looking. These pipe-and-tobacco cases have a slide opening, and, since neither is of any use without the other, it seems logical to keep them together (priced about \$6.50). Alice Marks also has a grand suède case for studs and jewels—particularly good for travelling, as it rolls up and takes no space at all.

- Franklin Simon's has brand-new some-things in Christmas wrappings—sheets of metal as thin as paper in silver, gold,

- Shop-Hound spends her life nos-ing around the shops of New York. While she can not undertake shop-ping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue

and gay colours. (Five sheets cost about twenty-five cents.) Also a new Scotch Cellulose tape—the most efficient tie-up we have ever seen. Even if your fingers are all thumbs, you can turn out a beautifully neat and workmanlike job. (A roll costs about ten cents.)

- Animal-lovers always like gifts for their pets. So we got one cat (a Siamese that you can sick on dogs) a stick covered with carpet on which he can sharpen his claws instead of using the furniture. It is stuffed with catnip to make it alluring and convince the cat that it is his own personal property. This Catnip Tree costs about \$3.50 at Lord and Taylor.

- Christine Hunter has whipped her knitting-needles into the Christmas spirit and turned out an alluring long-tailed beige mama kangaroo with a little baby kangaroo tucked neatly into a knitted sack on her nice white stomach. The bright-eyed baby can be taken out and separated from its parent if any one feels that this is the right thing to do. We chose this toy for that infant we know who shows every promise of having a sense of humour, intent as we are on cultivating this tendency. The price is about \$5 at Christine Hunter's own knitting shop, which is located at 714 Madison Avenue.

- At Lewis and Conger's, we picked out a travelling-case for the pet guppies of a friend of ours who is incurably fish-minded. The leather case looks like a large pair of opera-glasses and holds two screw-top glass jars in which you carry your fish and water, without any one suspecting it. When you arrive in a lonely hotel bedroom in a strange city, you put the case on the table, plug in the electric connection (just like a portable radio), open up the sliding-door front of the case, and there are your friendly little fish swimming around gaily in their illuminated jars. I was very worried about the question of air, feeling that suffocated fish wouldn't be very gay, but I am assured

that "lungers" don't need any more air than seeps through a screw-top jar. Case, jars, battery, cost about \$15 (without the fish). The same shop had a pair of glass book-ends for around \$8, with bright-coloured fish swimming around in them. These light up and show off your literature, as well as your fish. They can also be hung on the wall as lights (fish and all), which is a fancy idea.

Also at Lewis and Conger's, we collected several good gifts for men (and what is more difficult?), without doing very much damage to our purse. An electric gadget, for instance, for putting the crease into trousers. This is for that meticulous friend of ours who is so crease-conscious that he never takes a comfortable, sloppy position when he sits down. The gadget is very simple: a doubled-over spatula metal affair that heats up and through which you run the crease of your trousers. It is equally good for pressing lapels, ties, dress pleats, and anything with an edge, and it costs about \$1.75.

Then, this shop has a cheque protector to give to that friend who might have a \$40 cheque turned into a \$40,000 one any day—and have the bank take it seriously. The protector looks like a flat silver pencil, and you slip the cheque between the sides, press down over the figures, and perforations appear. I understand that, unless the perforations are complete, a good forger can steam the paper together and go about his enlarging, but this guarantees to make steam-proof perforations. These protectors are made of nickel, gilt, or sterling silver and cost from about \$3 to \$7. Lewis and Conger also have a good-looking mahogany valet-rack, which we intend to give to a couple we know to solve a long-standing argument as to whether or not the husband should hang his clothes on a chair at night. The valet-rack will take care of clothes much better than the chair, and the wife will be content that the harmony of her room is not disturbed. The price is about \$9.85, and you can choose almost any wood that you want. (Continued on page 104b)

*For a Gracious Lady
on Christmas—*

Chiffon Powder

Serene, amid the sparkle and glitter of beautiful things, a gift of Chiffon Powder will stand out as a reflection of your good taste . . . and that of the lovely lady who uses this pure, fine powder. As soft and smooth as velvet, this delicate, unshining powder has the peculiar adherence of chiffon itself . . .

and will cling for hours without caking or clogging the pores . . . giving the skin a clear, natural radiance all the while. Many powders have in them a glint which attracts the light and gives the skin a shiny look . . . but there is no shine in Chiffon Powder. Eight flattering shades, in boxes \$3 and \$1.



Primrose House

595 Fifth Avenue, New York



GIFT MAKE-UPS THAT MAKE UP THE MIND!

It may be gallant to think she does not need cosmetic aids, but that only shows how carefully she chooses them . . . it probably indicates that she is already using these famous beauty formulas . . . for, even as great beauty needs great care, great care is the essence of Harriet Hubbard Ayer preparations . . . either of these exquisite gifts will please her enormously at Christmas . . . the combination DeLuxe Treatment and Make-Up Set or just the miniature Make-Up Set alone, according to your finances or affections . . . packed, priced and presented as gift make-ups that make up the mind!



Above: DE LUXE TREATMENT AND MAKE-UP SET . . . \$7.50
Luxuria Cream, Beautifying Face Cream, Skin and Tissue Cream, Eau de Beauté, Purmasque, Cream Rouge, Eye Shadow, Stubby Lip Stick, Beautifying Face Powder.

Below: MAKE-UP SET . . . \$4.50
Beautifying Face Powder, Double Loose Powder Vanity, Stubby Lip Stick.

HARRIET HUBBARD AYER, INC.
323 EAST THIRTY-FOURTH STREET, NEW YORK

Beauty Preparations

*Montreal
Paris
London*



NELSON

These are the Lucretia Allen perfumes that are such true reproductions of lovely flower scents—gardenia, wild rose, and violet

"Triomphe" (right) makes its début before Christmas, a distinctive French scent in a crystal bottle with a red stopper; in smart shops



ON HER DRESSING-TABLE

THIS is a time of year when we are torn between the vital concerns of getting things of beauty to give to our friends as gifts and getting ourselves up as beauties to be sensations at holiday parties. This department, never failing in any crisis, is providing you, on this and pages 92 and 94, with some glamorous suggestions along both lines of activity. Considering the matter of glamour in general, never forget, when you arrive at the gift-giving stage, the Chanel perfume that bears "Glamour" as its own and fitting name. There are ladies, and their number is legion, who consider Chanel perfume the gift supreme, and this "Glamour" is an especially alluring variety of scent. Besides, there is something infinitely flattering to our mind in presenting anything so named to the lady of your heart, as though your first thought in connection with every sort of glamour was of Her. You can buy "Glamour" at all the better cosmetic counters.

• As you can see, by way of the photograph that appears at the bottom of this page, the Grenoville Company has been putting its perfumes in simple crystal flacons, which makes it possible to sell said perfumes for much less than ever before. The flacons are charming, as you can observe, with gold stoppers and bright coloured cylinders for boxes. Here are your pets, "Byzance," "Œillet Fané," "Avant l'été," and "Casanova," and, aside from saving pennies for you, these new versions will make enchanting gifts. The new flacons are made in varying sizes, and you will find them in gay array on the holiday cosmetic counters of the better shops.

• Lucretia Allen, who is responsible for the perfumes that appear in the photograph at the top of this page, has assembled a special version for gift giving. She boxes three smaller bottles of the scents (Continued on page 92)



ANDERSEN

The famous Grenoville perfumes—"Byzance," "Avant l'été," "Casanova," and "Œillet Fané"—are now bottled in simple crystal flacons, as well as their more elaborate versions, at correspondingly smaller prices; in the leading shops



Young Ulysses

LIKE a young voyager, glimpsing some lovely isle, a child first views the golden realm of music. Deep within him stirs an instinctive longing. To conduct the sensitive child to that enchanted country . . . to explore, with him, its wonder and delight . . . this is the joy, the privilege of parents.

This does not imply that all children are equally gifted, or that, even with skilful, sympathetic guidance, each will respond with equal aptitude. But give them the chance to develop an innate love of melody . . . to receive their early training on a Steinway, under a congenial, talented instructor . . . and good music, to virtually every child, can be an inspiration, a solace, a pleasure throughout life.

The Steinway stands pre-eminent as the piano of nearly every great pianist since Liszt. Virtuosi and composers, whose own history is the history of music, have chosen it . . . Wagner, Rachmaninoff, Paderewski, Hofmann, Stravinski, and many others. On the concert stage and public platform . . . in the great conservatories here and in Europe . . . and, since the perfection of the radio, in almost every important broadcasting station . . . the Steinway is the supreme, the final choice.

Yet this medium of genius is essentially a piano for the home, and for the home of modest income. For, viewed as it should be . . . an investment which yields a rich return throughout 20, 30, or even 50 years . . . the Steinway

is really not an expensive piano. And it can be delivered *at once* on terms which are, even in these days, remarkably convenient.

THE NEW STEINWAY ACCELERATED ACTION

Ernest Hutcheson calls it "the greatest improvement in the piano in 30 years." Teachers, parents, and musicians generally believe it to be an event of historical importance. Accelerated Action increases greatly the beauty of the Steinway tone . . . permits faster and more accurate playing . . . and reduces measurably the playing strain on arms and fingers. Yet the cost to you is no greater! If you would like to know how amazingly sensitive a piano can be, see . . . hear . . . or play the new Steinway!



THE STEINWAY BABY GRANT FOR AS LITTLE AS
\$1175 SMALL DOWN PAYMENT
BALANCE CONVENIENTLY DISTRIBUTED
ALL PRICES PLUS TRANSPORTATION

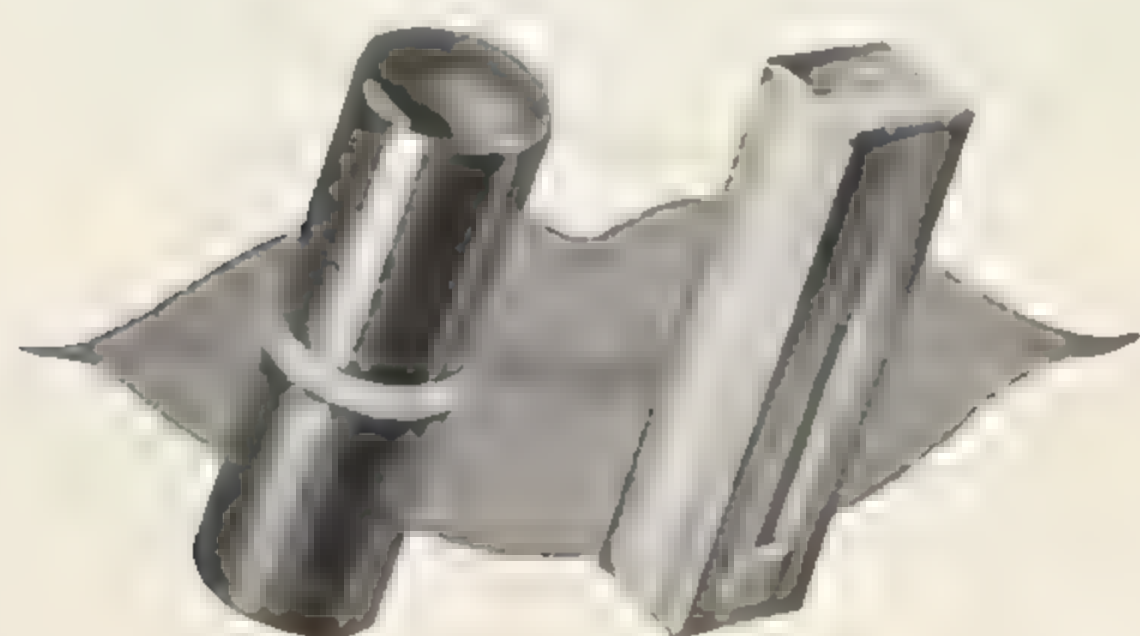
There is a Steinway dealer in your community, or near you, through whom you may purchase a new Steinway with a small deposit — the balance distributed over a convenient period. Used pianos are accepted in partial exchange. STEINWAY & SONS, Steinway Hall, 109 W. 57th Street, New York City, just west of Sixth Avenue.

THE INSTRUMENT OF THE IMMORTALS
STEINWAY



Hot News!

Admiring men are easy to land when your lipstick works with just one hand — In a jiffy's time you turn aside — And lo! you are subtly beautified — Your suitor's spirits will rise apace — If he doesn't see you fix your face — It spoils the fun, when the wooer wooeth — If one hand knows what the other doeth!



Tussy

COSMETIQUES
LESQUENDIEU . . . Paris • New York

NEW! The celebrated Tussy LIPSTICK now comes in an Automatic Case which works with one hand. It is no higher in price. Much easier and more convenient to use when motoring, carrying a parcel, or as above! Tussy LIPSTICK, indelible, is made on a rich cream base which keeps the lips always provocative and moist. Eat, drink, smoke, even kiss all you please—Tussy's lovely color lasts and lasts!

Now in Automatic Case, choice of five alluring shades from Tea Rose to Raspberry, \$1. Also in the well-known gun metal case that works with twist. Same price.

SOLD BY ALL LEADING STORES

Lipstick • Rouge • Powder • Nail Polish
Face Creams • La Reine des Crèmes
NEW Emulsified Cleansing Cream



NELSON

Charbert's gay and amusing vanity-case, flacon, and lipstick of "de toi je chante," are done up in a drum case for Christmas

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 90)

—"Wild Rose," "Gardenia," and "Honeysuckle"—in a gay box and calls it her Christmas Garden, which is pretty sweet. You can find the Christmas Garden and the other Lucretia Allen perfumes at Franklin Simon and other shops throughout the country.

• If you want to make a de luxe and impressive gesture which you can be sure no one else will duplicate, order a perfume ensemble for a trunk! It may sound a little odd, but it is really one of the most luxurious notes of equipment extant. Katharine Athey does it, in her little perfume corner in Saks-Fifth Avenue. Sachets, linings, hangers, cases—any or all can be scented with your favourite perfume, and all your clothes and possessions will arrive at their destination beautifully and freshly fragrant.

• If you want a small gift that is so new that you won't find all your friends giving it, look at the Americe Day and Night Lipstick Kit. It includes one of those Pre-Vue mirrors in a little leather case with electric-blue glass on one side, to show how your make-up really looks in the light of day, and amber-gold glass on the other for night. Then, there are two of the Americe lipsticks, naturally for day and night,

and the whole business is put up in a green-silver case. You can buy the Americe Lipstick Kit at the originator's, Marshall Field in Chicago, Lord and Taylor in New York, and other shops.

• Renée Thornton, who does all her things up in blue and gold trappings so that they look gift-like to begin with, has brought out a smaller edition of her nosegay dusting powder, which will make a perfect "little gift." Her latest cosmetic inspiration is a new case for lipstick that has an oblong mirror in the side. This is not only amusing, but a convenience as well, if you want to do a quick job of lipstick-ing without diving into your hand-bag for an extra mirror. Bonwit Teller has all of the Renée Thornton things, as do other smart shops in New York and other cities.

• And now for your personal beautification. One thing that will further it no end is a cream known as Dervita, which is the prized possession of Madame Eléne, the lady whose name is associated with the beautiful, fresh fragrance of Vienna Pines. All the pine things are still there in her little rendezvous, the House of Pine, in East Forty-Ninth Street, but the Dervita (Continued on page 94)



Richard Hudnut's ensemble of eau de Cologne and dusting powder in a lovely gardenia scent is a fragrant inspiration as a gift. It is gaily boxed and not too expensively priced

The thing to do . . . give

Whitman's Chocolates

Some things are obviously right. Whitman's at Christmas time is one of those things. Not only does everyone gleefully welcome Whitman's at Christmas—but the lack of Whitman's is a downright disappointment. So do your pleasant duty—*now!*



The SAMPLER

Favorite assortment, richly dressed for Christmas. 17 oz., \$1.50. Also in 2, 3, 5 lb. sizes.

The FAIRHILL

Wrapped in red paper and tied with gold ribbon. 1 lb., \$1—Also in 25c, 50c, \$2, \$3, \$5 sizes.



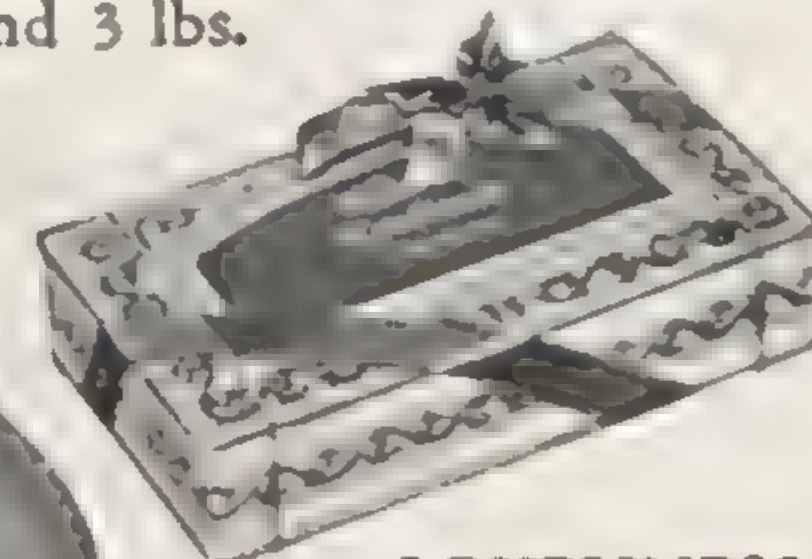
PRESTIGE

Small hand-made pieces in a metal chest. \$2 lb. Also 2 and 3 lbs.



FRUITS and NUTS

Bright and attractive package. 1 lb., \$1. Also in 2 lb. size.



LOVELINESS

Beautiful metal gift package. Two sizes, \$1.50 and \$3.



STOCKING FILLERS

Pure and delicious candies... for tree or stocking.



© S. F. W. & Son, Inc.

LET THE WHITMAN DEALER
PARCEL POST
YOUR DISTANT SENDINGS

THE RIVIERA AND KITZBÜHEL

Where to find the models on pages 56 and 57, 58 and 59

PAGES 56 AND 57: Those attractive skiing costumes that are sketched on these pages are what smart women are wearing at Kitzbühel. They may be obtained in New York from the shops indicated on pages 56 and 57, and they may also be had from:

Boston—William Filene's Sons Company
Buffalo—The William Hengerer Company
Chicago—Carson Pirie Scott and Company
Cincinnati—The H. and S. Pogue Company
Cleveland—The Higbee Company
Denver—The Neusteter Company
Detroit—J. L. Hudson Company
Milwaukee—T. A. Chapman Company
Philadelphia—B. F. Dewees
Tacoma—Rhodes Brothers

• The fashions from the Riviera shown in colour on pages 58 and 59 are obtainable in various cities in the United

States, and, below, is a list of the shops where they may be purchased.

PAGE 58: All of the models on this page may be had from:

New York—Lord and Taylor
Boston—William Filene's Sons Company
Dayton—Rike-Kumler Company
Los Angeles—Bullock's
Miami—Burdine's
Pittsburgh—Kaufmann Department Stores, Inc.
Saint Louis—Stix, Baer and Fuller Company
San Francisco—City of Paris

PAGE 59: You may obtain the models on this page at the following stores:

New York—Wanamaker
Boston—William Filene's Sons Company
Miami—Burdine's
San Francisco—City of Paris

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 92)

is something new. It is a rejuvenating cream with a base of antiseptic ingredients, and you let it remain on your skin, after you have cleansed your face, for fifteen or twenty minutes. Put it all over the neck and shoulders, too, because it will do them good, as well. At first, Dervita tingles warmly, though not unpleasantly, but this sensation dies away shortly, and you feel only the soothing fresh effect of the beneficial oils. When your face emerges from this treatment (follow the directions carefully), it is a face that you can greet with new affection, for Dervita is one of those satisfactory preparations that show results even at the first trial.

Madame Eléne has a little salon with an unusually skillful operator in the back of her shop, and you can have Dervita as part of your treatment there, if you like, though many women prefer to have a regulation facial treatment (which is excellent and inexpensive) and keep the Dervita for use at home. The House of Pine has a new suggestion for using the Vienna Woods Pine Bath, and this is to put it in Oromo, that metal ball that you fill with essence and swish through your tub to perfume it. This pine bath, by the way, is one of the most soothing and health-giving that you can indulge in. It is a fine thing to lie down in one while Dervita is on your face. The Oromo ball is practically the only means of scenting a shower-bath. If you hang it over the spray, the water will descend upon you pine-y and exhilarating.

For those who don't like pine, although she can hardly believe there are any such, Madame Eléne also provides a gardenia bath essence. You can buy all the Vienna Woods Products and the Oromo in the shop on Forty-Ninth Street and in most of the leading department stores, as well.

• An entirely new cream form of mascara has just made its appearance under the euphonious name of Lescara, put up in a complete and smart little black-and-white kit. The Lescara itself is in a tube, and a tiny ribbon of the paste is squeezed out on a little brush. You can use it with or without water,

which is a convenience, and it is made in black, brown, or blue. There are mirror and brush in the kit, and an eyebrow pencil to make everything complete. You can find Lescara now at Jay-Thorpe, and it will soon be available in shops throughout the country.

• What with parties every night, straps for sleeves and wisps for stockings, or no stockings at all—now, if ever, is a time when we want smooth, white, and hairless arms and legs. Just at this perfect moment, then, Madame Berthé has decided upon a series of reduced prices in the Zip treatments in her Fifth Avenue Salon. You can have superfluous hair whisked off of arms, legs, and underarms at prices that are amazingly reasonable, especially in view of the fact that the hair stays whisked away for weeks at a time. Of course, you can always buy Zip and do the whisking yourself, if you aren't in the vicinity of the salon.

• Lord and Taylor has a find-of-the-season at their cosmetic counter in the guise of a little moire case for your toilet articles when you travel. It is rubber-lined, fastening with a slide, and it possesses three pockets as well as a closed compartment, and you know what a convenience that is if you've ever had to cope with a wet wash-cloth or a piece of soap. The moire is in black, brown, green, red, or blue. The bag is amazingly capacious for such a small one. And it costs you little more than the proverbial song.

• Our final beauty tidbit is something you can buy for yourself or for a gift, and be delighted with for either. It is the new Daggett and Ramsdell kit, put up in an extremely nice white washable leather-like case, and for Christmas it is all tied up with holly and such. This is an unusual kit, not only because it provides an inclusive assortment of items in such compact, convenient form (there are ten preparations that cover the care of the skin, as well as make-up), but also because it's available in eight different combinations of preparations, to take care of every possible variety of skin.

Enchanting—

Russian ermine and black velvet—an ensemble of beauty and distinction.

Henri Bendel, INC.

10 WEST 57th ST., NEW YORK

A Secret Panel for
A Flatter Front Below the Middle
in these New Panelette Vassarettes



NO more of this business of trying to hold yourself in in front by sheer will power! The New Panelette Vassarettes . . . the very latest addition to the famous Vassarette family . . . are especially designed to help you achieve flatter lines in front, below the waist. The secret of the new Panelette Vassarettes is a secret inner panel fashioned of Vassarette's specially processed Lastex fabric. This panel handles a delicate silhouette situation beautifully for both mature and slender figures. It gives double reten-

tion just where it's most necessary yet never interferes with your freedom. For the new Panelette Vassarettes have all the glorious boneless flexibility you've always cherished in Vassarettes plus firmer control over wayward abdomens. The secret inner panel is in girdles and all-in-ones, but only in Panelette Vassarettes. Vassarettes and the new Panelette Vassarettes in fine stores everywhere. Write for the name of the one nearest you. The Vassar Company, 2547 Diversey Avenue, Chicago, Illinois.

Vassarette Foundations

» Ybry PRESENTS FEMME DE PARIS

*the jewel of Parfums
in its new crystal flacon*



One ounce
FIVE DOLLARS
½ oz. 2.75
¼ oz. 1.50

THE JADE FLACON
IN ITS DE LUXE
JEWEL CASE

4.25

8.25

15.00



FOR A COMPLETE FEMME DE PARIS TOILETTE

*Infusion de Parfum, a delicate fragrance for daytime
use, after the bath, or on your lingerie*

2 oz. 1.00

4 oz. 2.00

8 oz. 3.50

FACE POUDRE, BATH POUDRE AND LIPSTICK
1.00 each

An atomizer is a delightful way to enjoy this parfum



Miss Pamela Murray (above) skis in a beige balloon silk blouse and plaid trousers, while Madame Ralli (right) wears a ski suit from Patou. The Marquise de Polignac is the central Kitzbühel enthusiast in the top photograph



SKI FASHIONS FROM KITZBÜHEL

"KITZBÜHEL, Kitzbühel. Where have I heard that name?" you ask yourself. "Why, of course, it is the new ski resort in the Austrian Tyrol." But it is new only in the sense that it has been lately discovered by the fashionable world, for it is one of the oldest and most beautiful spots in the mountains of Austria.

In recent years, winter sports have become increasingly important. Formerly, the world flocked to Saint Moritz and other places in Switzerland, and, two seasons ago, the Italians developed their own Saint Moritz, Sestrières, which has become extremely popular. Now, the ski enthusiasts have gone further afield and discovered, in the Austrian Tyrol, Saint Anton and Kitzbühel. At Saint Anton, there is the famous ski school, where one finds the best instructors in Europe. But, for my taste, Kitzbühel is the pick of the two, for it has everything one can ask of a winter sports resort.

First of all, it is one of the most beautiful spots in a country famous for its picturesque scenery. The tiny village has a main street, about two blocks long, which is entered through archways, hemmed in by gaily painted houses and topped off with a sky-line of steep roofs and church spires, standing in relief against snow-clad mountains. It is an example of perfect peace and simplicity, reflecting the character of a naïve people.

An amusing incident occurred last season, when several smart people descended from the train at the little

station with the usual paraphernalia of smart luggage, fur rugs, phonographs, and servants. One of the old habitués of Kitzbühel, who chanced to be present, was heard to say: "Well, this is the end of Kitzbühel. Now, it is finished!" This remark went the rounds of the village, to the great amusement of every one, including those who were the cause of it. But nothing can ruin Kitzbühel. It will never become fashionable-conscious. The fact that the smart world has descended on it like a flock of locusts makes not the slightest impression on the honest innkeeper and shopkeeper along the village streets.

The high spots of Kitzbühel are the Grand Hotel (the grand one of the place), the Sports Hotel, the Tirolhof, and the Hotel Weisses Rössl, the latter three extremely simple, reasonable, and yet comfortable. The Reich Café, in the centre of the village, naïvely called "The Casino" (where there is, incidentally, no gambling at all), is the centre of gaiety. Here, one has an apéritif before lunch, dances at tea-time, to the accompaniment of much chocolate and coffee drinking and the consumption of great quantities of pastries, or attends a "ball" at night. In addition, there are little dance-halls dotted about the village, often taken at night for private parties (always called "balls" in Kitzbühel). Then last, but not least, there are the famous tailor, Mr. Ganzer, and several sports shops, where the shopping is by no means the (Continued on page 98)

Among the
many distinguished women who prefer
Camel's costlier tobaccos:

MRS. NICHOLAS BIDDLE, *Philadelphia*

MISS MARY BYRD, *Richmond*

MRS. POWELL CABOT, *Boston*

MRS. THOMAS M. CARNEGIE, JR., *New York*

MRS. J. GARDNER COOLIDGE, II, *Boston*

MRS. BYRD WARWICK DAVENPORT,
New York

MRS. HENRY FIELD, *Chicago*

MISS ANNE GOULD, *New York*

MRS. JAMES RUSSELL LOWELL, *New York*

MRS. POTTER D'ORSAY PALMER, *Chicago*

MISS EVELYN WATTS, *New York*

"Keeping on the go is easy now"

says MISS MIMI RICHARDSON

Luncheons, teas, dinners, dances — through crowded days a debutante must be gay, vivacious, at her best all the time.

"I can dance all night long and never feel tired if I smoke a Camel now and then," says Miss Mimi Richardson, daughter of Mr. & Mrs. Courtlandt Richardson of New York, who was voted the most popular debutante of her season.

"Smoking a Camel is the quickest way to relieve fatigue that I know. It always gives me a 'lift.' And I love their taste. They seem to be milder and smoother than other cigarettes, for, even if I smoke more than usual, Camels never upset my nerves."

Smoking a Camel does release your latent energy in a natural, harmless manner. Fatigue vanishes, your spirits rise—and you can safely enjoy this "lift" as often as you want because Camels never affect healthy nerves.



Camels
are made from finer,
MORE EXPENSIVE
TOBACCOS—*Turkish*
and *Domestic*—than any
other popular brand.

Camels are Milder!

Copyright, 1934, R. J. Reynolds Tobacco Company

Miss Richardson's Bergdorf-Goodman gown is golden beige satin; the quilted wrap is full length

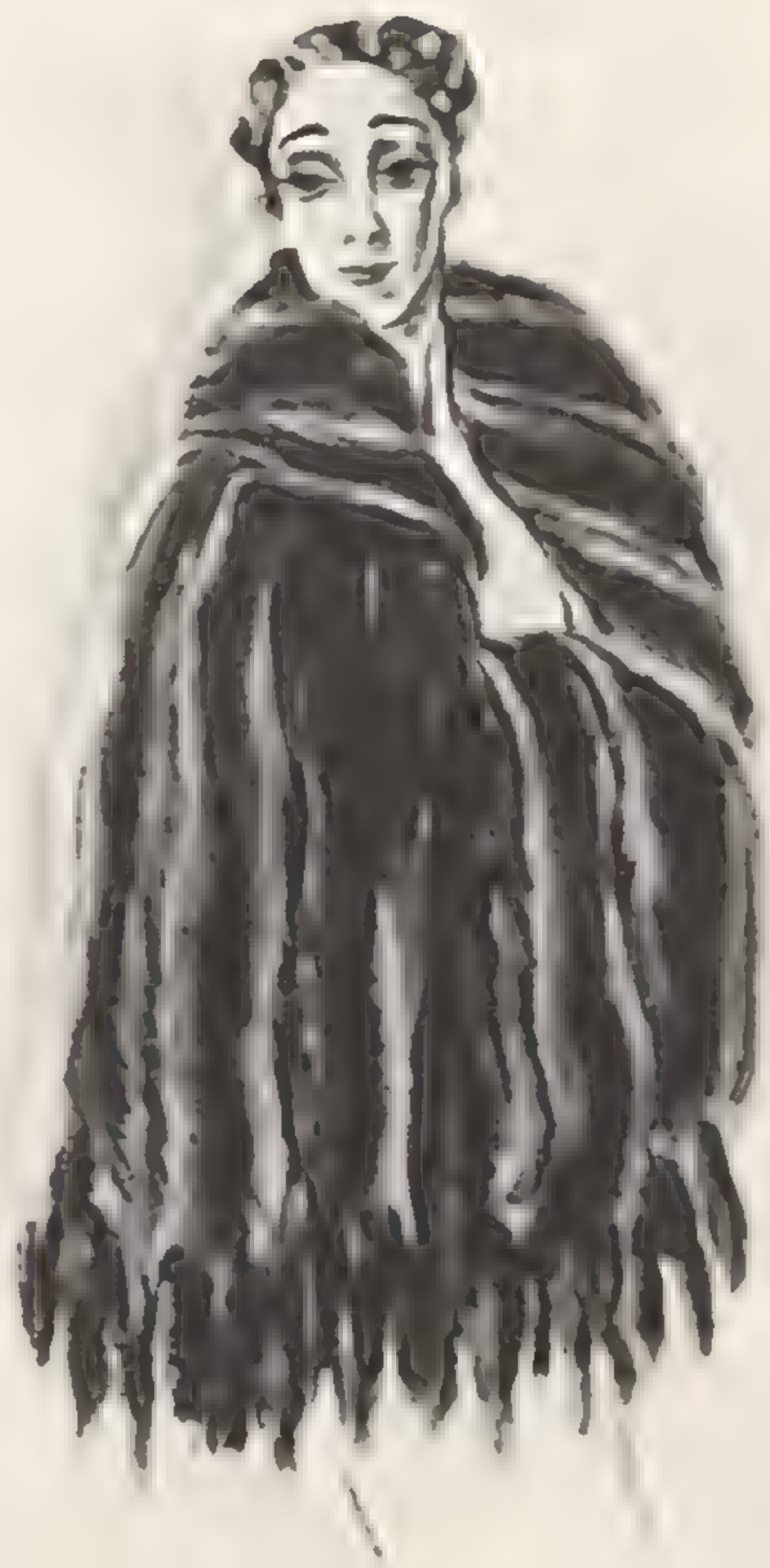


Acknowledgments to
"CHESSIE"
the Chesapeake and Ohio kitten

A year ago we found you, a lonely little kitten looking for a home. You found one, and we found a friend. ~ ~ When we published your picture, a lot of folks said: "Who ever heard of using a gol darned cat to advertise a railroad!" ~ ~ But you told 'em, Chessie! Kids wouldn't go to bed unless you were near. Families called on us to settle dinner table arguments over whether that was your tail or your paw on the pillow. Overnight, you became The Kitten of the Hour. ~ ~ But more than that, Chessie, you suggested as no array of high-pressure language could do, the supreme comfort of Chesapeake and Ohio's genuinely air-conditioned trains. The sight of you, on The George Washington, snuggled drowsily down for the night under the soft, clean, cool linen made travelers want to come and try it. And they still are coming, and bringing their friends with them. ~ ~ And for all of that, Chessie, we're grateful. And so are the legions who *Sleep Like a Kitten*. ~ ~ We're going to use your picture, with the two little Chessies, on our 1935 calendar, knowing full well there won't be enough to go 'round.

George Washington's Railroad
CHESAPEAKE and OHIO
Lines
Original Predecessor Company Founded by George Washington in 1785

508 Transportation Building, Washington, D. C.



Presenting
THE FINEST COLLECTION
OF
Crown Russian
Sables
IN AMERICA

Stein & Blaine
INC.
13-15 West 57th Street, New York

SKI FASHIONS FROM KITZBÜHEL

(CONTINUED FROM PAGE 96)

least important sport of the place.

Just to prove that there is skiing, too, one must mention the wonderful *téléférique*, which takes one up to the top of the mountain, some twelve hundred metres above the village, in about twelve minutes—one of the most sensational rides of a lifetime. (A *téléférique* is a steel cabin swung from a cable.) From the top of the mountain, there are twenty different runs down to the valley below, and some of the finest skiing in the world.

It is from Kitzbühel that many of the new ski fashions for the world have come. From here—from Mr. Ganzer's tailoring rooms, to be exact—came the fashion for skiing in plus-fours. Formerly, it was only considered possible to ski in tight, straight trousers that fastened snugly around the ankles and tucked into heavy boots. But now, many of the fashionable trousers are very full and fall only to a point halfway below the knee. (The sketch at the left in the top group on page 57, is a good example.) These trousers are worn with long stockings, which come well above the knee, supplemented by white canvas gaiters strapped down over heavy ski boots. This cut of trousers is the most popular at Kitzbühel, but there are two other models made by the same clever little tailor, which are both smart and practical. There is the modernized version of the original ski trousers that extend to the ankle. These, unlike the original, are cut very wide to a point below the knee, where they are sharply shaped to the ankle with many little gores and held down by a wide elastic band looped under the foot. Though these trousers have a taut look, like the old military trousers, their exaggerated fullness allows the knees to bend with complete freedom. By very full pleats in the front, all the fullness is taken care of about the hips, with plenty of room for pockets closed with zippers.

The third model, shown in the centre of the group at the top on page 57, is made like the plus-fours, but longer. There are knitted cuffs on both these and the plus-fours, which hold them closely at the knees or the ankles.

SMART SKI JACKETS

There are, roughly, three types of smart ski jackets—and all of them are short, coming just a little below the waist-line or just covering the waist-line. They are usually cut double-breasted and allow the revers to be fastened tightly across the breast. In Kitzbühel, there are many jackets of heavy white *loden* cloth (the rough hand-woven cloth made by the Tyrolian peasants). These are as short-waisted and close-fitting as a mess jacket, and they are piped in black and have white or silver buttons and pockets faced in red. Such a white jacket is worn with black or light grey trousers or, sometimes, with trousers of the same material. But—so one is told—only skiers that never fall dare to wear white trousers.

A ski suit of water-proof black whipcord—designed by Mr. Ganzer for the writer—has a short jacket slightly shaped at the waist-line and gathered in at the back by means of an elastic cord. The pockets are conveniently

placed to keep the hands warm while walking. All ski clothes, whether for men or for women, are cut alike, the only difference being that the women's trousers generally fasten at the side.

Skiers do not always wear jackets to match their trousers, but often vary the ensemble by odd jackets and blouses that are both practical and colourful. For example, a jacket of water-proof, red balloon silk is very warm when worn over a thick sweater. The same jacket is often seen in white balloon silk—sometimes with red buttons. A jacket of balloon silk in sapphire-blue is worn by Mrs. Gilbert Miller. And a blouse, laced up in front and over the hips at the side, made of beige balloon silk with Scotch plaid trousers and muffler, is worn by Miss Pamela Murray (see page 96).

SKI COLOURS

Black, dark blue, and grey are definitely the smart colours now for ski suits. But grey is more popular with the women than with the men. White is successful only if you are a great skier. Often, at Kitzbühel, one sees jackets of dark green *loden* cloth, with leather or silver buttons, and Tyrolian hats of dark green felt.

One important thing to remember when assembling a skiing wardrobe is to stick to one colour scheme. That is, if your suits are black and grey, select all of the accessories in colours that will go well with both.

I never buy anything for winter sports that is not in black, red, or white, for that is my colour scheme. Then, everything can be used in more than one combination. And two ski suits are absolutely necessary. One good tumble in the snow—especially in soft snow—necessitates a change of clothes at the end of a run. If you are given to tumbling, choose materials that have a hard finish.

For Kitzbühel, as for most sports resorts, your wardrobe should consist of two ski suits, a pair of heavy boots, lots of woolly sweaters and mufflers, warm flannel sports shirts, a wool dress to change into at the end of the day, and a pair of fleece-lined snow boots to slip over your pumps when going out dressed otherwise than in ski clothes. In addition, two or three very simple dinner-frocks for a woman (and a dinner-jacket for a man) complete an adequate Kitzbühel wardrobe. On those evenings when one does not go out of the hotel (and they are very rare), one usually dresses for dinner. But, unlike more fashionable winter sports resorts, it is not a rule that one *must* dress for dinner in Kitzbühel. And that is one of the great charms of the place, for it is very agreeable to get off the train dressed in ski clothes, having travelled overnight from Paris, and to know that one need wear nothing else till one arrives back again in Paris. It is possible to stroll about from one little beer hall to another at night, dressed in a dinner-jacket or an evening dress, wrapped in a fur-lined coat and shod in fleece-lined snow boots. But it is much more fun to go about, like the majority of people, in ski boots and trousers. And it is more in the character of the place. Let us hope that "HIM" it will remain so.

The Gift that goes along



Give a Kodak

• Sees everything — forgets nothing you want to remember . . . What could be more acceptable—more completely welcome—than Ciné-Kodak "K" for Christmas? It's a shame to waste everything we see on ourselves alone. The "K" keeps a perfect modern diary in movies. Using it is as simple as taking snapshots, yet its versatility matches the skill of the movie-making expert . . . Loads with full 100 feet of 16 mm. film. Price (case included) from \$112.50. A dealer will gladly show you the "K," and samples of the movies it makes. Eastman Kodak Company, Rochester, New York . . . *If it isn't an Eastman, it isn't a Kodak.*

• Extra equipment for the "K" includes four telephoto lenses, for close-ups of distant action; the wide-angle lens giving breadth of view in close quarters; filters for cloud effects and scenics; and the Kodacolor Adjustable Filter for gorgeous movies in full natural color.

Ciné-Kodak "K"

EASTMAN'S FINEST HOME
MOVIE CAMERA

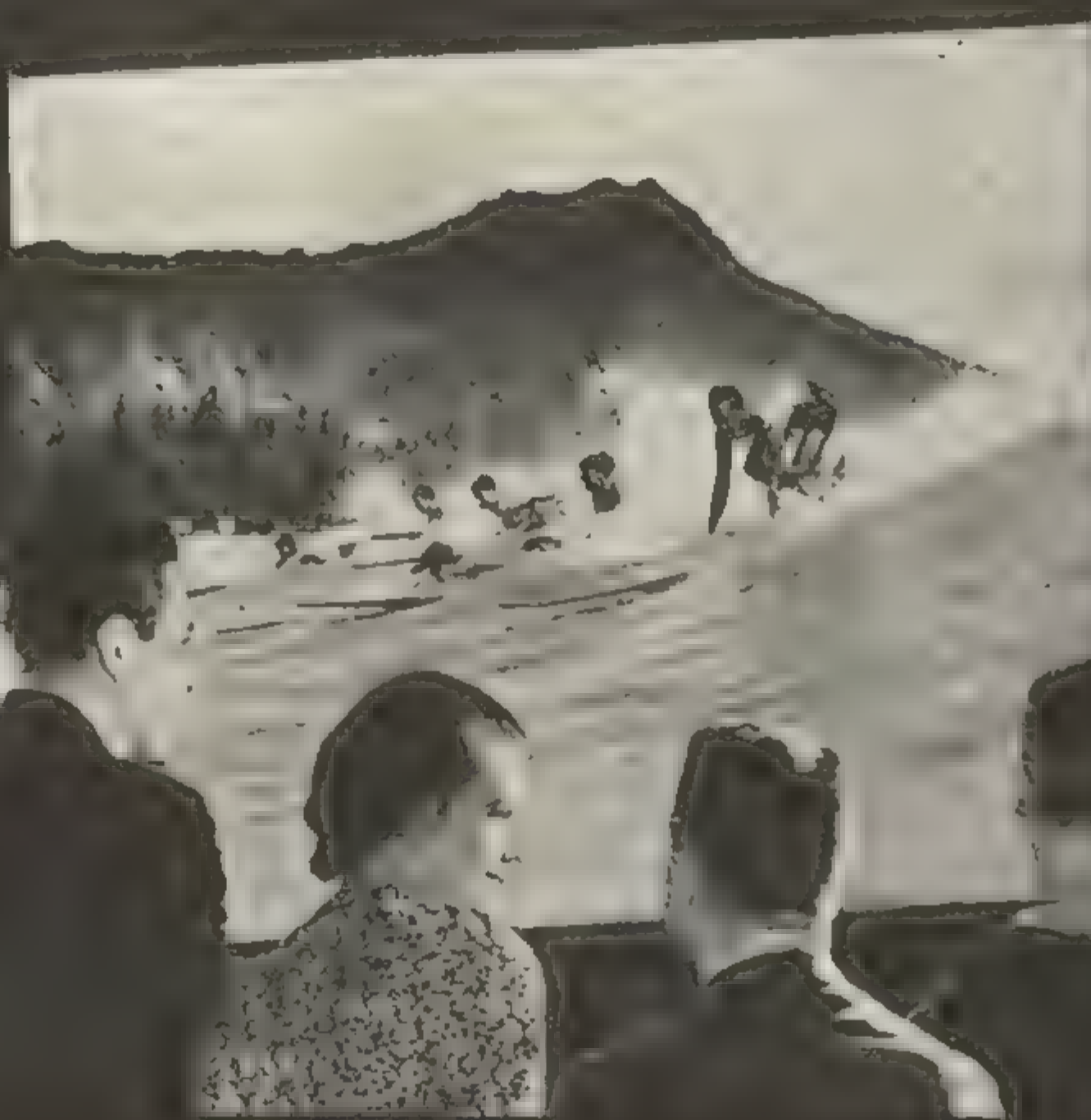
The "K" will have a fine work-out at St. Moritz . . .



While the yachts seem to know the "K" is looking on!



And bring back more than memories of Waikiki . . .



Polo on Long Island has a pace the "K" admires . . .



The Derby is a million-dollar spectacle made-to-order



And football in the Bowl tops off the crowded year



Viva Cuba!

But please, please

Señor, mix that wonderful

BACARDI Cocktail

just like this:

1 jigger of Bacardi
Juice of half green lime
1 bar-spoonful granu-
lated sugar

Shake well in
cracked ice



Schenley Import Corp.,
Sole Agent in the United
States for Compañía Ron
Bacardi, S. A.



FOR THIS IS THE CUBAN WAY, the way that will give you the greatest delight. So please, PLEASE Señor, do as we do in Cuba, and follow closely this recipe that has made the Bacardi Cocktail the smartest cocktail in the world. Viva!

In all the world there is nothing else like Bacardi—a flavor, a delightful mellow-ness that no one has ever been able to copy, for the secrets of distilling Bacardi have been the property of a single family for over 70 years. Remember, every drop of genuine Bacardi has been fully aged in the wood—the youngest drop is always 4 years old at least!

BACARDI

A *Schenley* IMPORTATION

Avoid Substitutes—See the Bottle

Copr., 1934, Schenley Import Corp.

This advertisement is not intended to offer this product for sale or delivery in any state or community wherein the advertising, sale or use thereof is unlawful.



The Christmas angel, to top your tree; from F. A. O. Schwarz. Four naïve cut-out cards from a set of eight; Wanamaker. The others are from the Beacon Book Shop

DECORATOR'S CHRISTMAS LOG

WHEN so much fun can be had with the mere "extras" of Christmas, the doing-up of packages in an amusing way, the finding of really charming cards and decorations for the tree, it is too bad to think that so often these extras are the result of a last-minute raid on the nearest shop. Here, we have assembled for you—early enough for use—some of the best of these notions, and your own inventions, once you have started, may even surpass them.

- The tree-top angel above is a glittering finial and a useful one—for who hasn't struggled to attach the traditional star to the awkward tip of a tree? The angel, being hollow as to her pleated gold-paper skirt, stands straight and proudly, with graceful folded wings. This can be had from F. A. O. Schwarz.

- The four hand-made cards at the left in the same photograph have the naïve quality of patchwork, with their cut-out bits of varied papers, patterned and plain. They are part of a set, which includes four other cards equally charming. You will find them at Wanamaker's. Rather less expensive are

the cards in blues and whites (by Katherine Crockett) and soft colours shown at the right of the angel. These are from the Beacon Book Shop (46 East 46th Street), where you will also find charming cards at various prices, including a number priced, surprisingly at about five and ten cents. Among these are new ones from New Mexico, some in colours and others in black and white, giving the effect of woodcuts.

- Packages are almost always a matter of personal ingenuity, but, with a supply of papers, tinselled, patterned, and coloured (you can hardly have too many) and numerous ornaments, cards, and ribbons, this last-minute job can provide a diverting day. Clem Hall's use of the new metallic leaves and flowers from Gerard, combined with Cellophane ribbons and perhaps those amusing sponge-rubber toys—dogs, dolls, and Christmas-trees from Wanamaker—will show you that even a modest handkerchief can be assured of a welcome. In the photograph below, we show four which were designed by Clem Hall and which may inspire you to similar inventions of your own.

If you are a last-minute wrapper (and there (Continued on page 102))



Clem Hall made these suggestions for Christmas packages, using tinselled Cellophane ribbons, Dennison papers, and silver flowers; from Gerard. The tree is of many coloured rubber-sponge

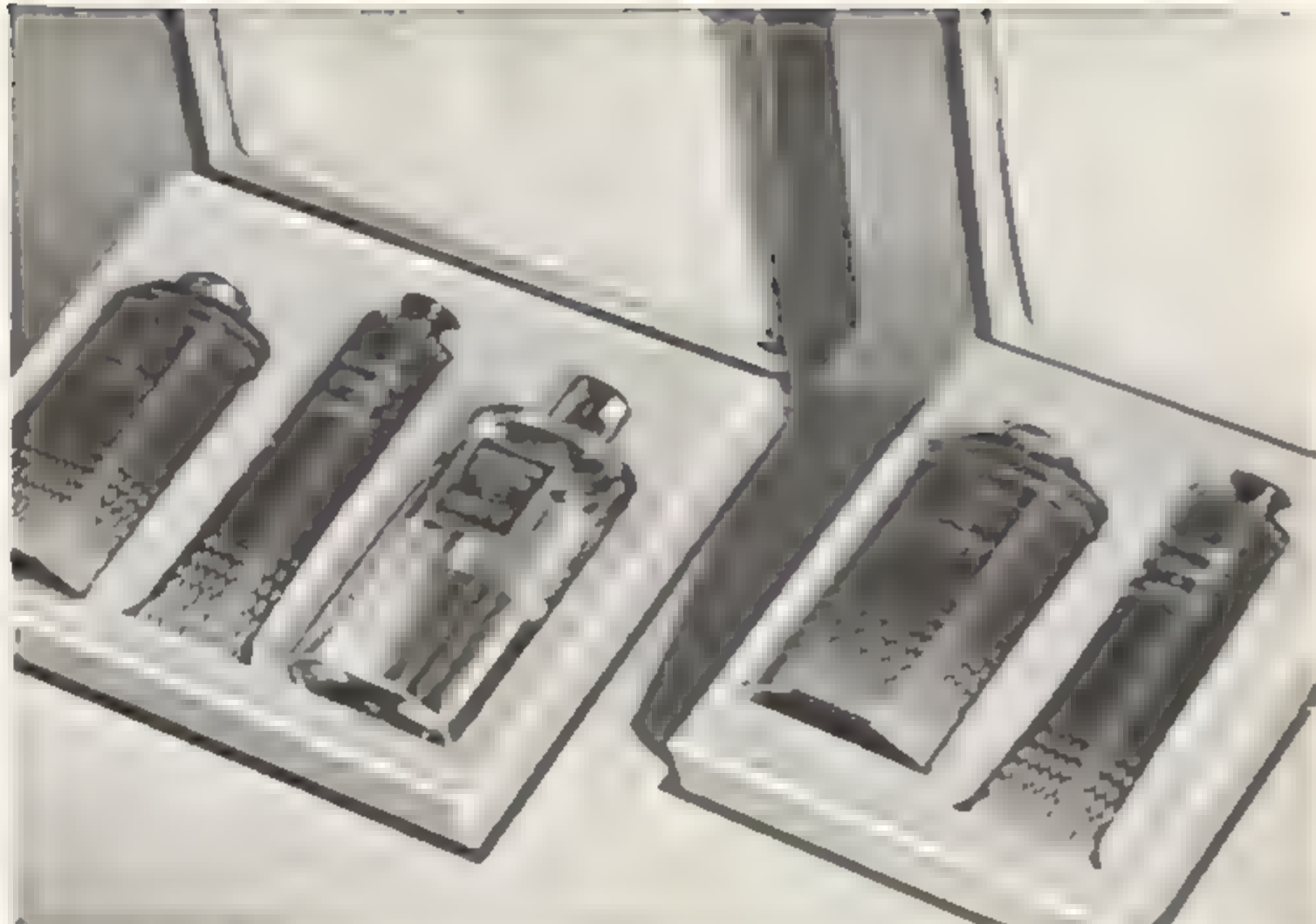
MARTINUS ANDERSEN



BOUDOIR ENSEMBLES—at \$2.10—2-piece Set with Coty Face Powder and fluted flacon of Toilet Water. At \$6.75—5-piece Set with Face Powder, Perfume, Toilet Water, Single Compact, Lipstick; four Coty fragrances.



BATH ENSEMBLE—at \$2.75—3-piece, with Talc, Toilet Water, Bath Soap. BEAUTY TREATMENT SET—at \$10—Cleansing and Tissue Creams, Tonic, Soap, Face Powder, Single Compact, Lipstick, 1/2 oz. "Paris" Perfume.



COTY SETS FOR MEN—at \$2—3-piece Set with Talc for men, Shaving Cream, and After-Shaving Lotion (Mild), chrome-capped. At \$1—2-piece Set, Men's Talc and oversize tube of Shaving Cream. Other Sets: \$1.50, \$3.

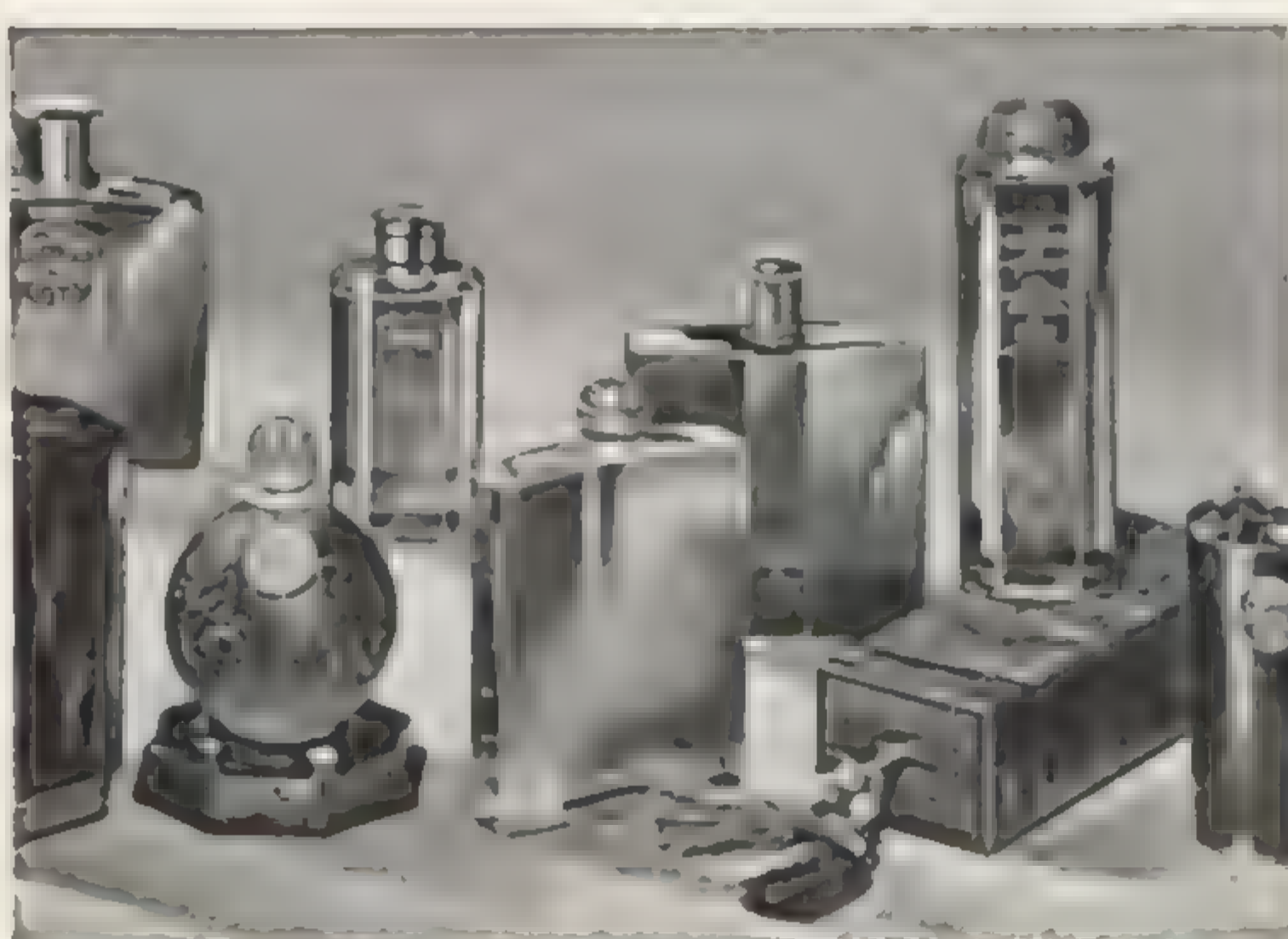


*GIFTS of glamour
and fragrance; of luxury and
use! Superior creations
superbly encased—to symbolize
affection and mirror good taste!*

COTY



COTY COMPACT SETS—at \$3—2-piece Set, Double "gold"-tone Compact, and 2 oz. Toilet Water. At \$2—2-piece Set, Single Compact in "gold"-finish and 2 oz. Toilet Water—"Paris", L'Origan, L'Aimant, Emeraude.



SUPERB COTY PERFUMES—New: "A Suma" at \$10 and \$35; L'Origan \$7.70, L'Aimant \$5.50; "Paris" \$7.45; Emeraude \$8.00; Fernery at Twilight \$5, \$10, and \$20; Chypre \$7.45. Superb gift editions to \$55; Purse sizes \$1.10



PURSE ENSEMBLES—at \$3.75—3-piece Set, "gold"-tone, 1/4 oz. Perfume in Purse container, Single Compact, and Lipstick. At \$4.75—like the above trio, but with Double Compact. Each Set in 4 favorite odeurs!

LUCIEN
LELONG
PRESENTS

OPENING
NIGHT

A DRAMATIC NEW PERFUME



Here are some of Raoul Pène du Bois' ingenuities to trim a Christmas-tree. Done in the modern manner and made of coloured Denison papers, they are charming and novel

DECORATOR'S CHRISTMAS LOG

(CONTINUED FROM PAGE 100)

will always be plenty of these in spite of late-November resolutions), you will hurry to Wanamaker's, for your problem is solved there by the boxes of all the necessities in a harmonized package. These are made in several different colour combinations, costing about a dollar, and contain four sheets of gaily printed paper, fifteen yards of coloured tape, four enclosure cards, and eight decorative seals.

The new papers this year in Dennison's great collection include heavy tissues with Roman stripes in blue and red, very masculine, and another tissue printed with gilt stars, red poinsettias, and polka-dots. They have, too, a clear Cellophane printed with this same pattern, and an amusing highly glazed paper with diagonal stripes of red poinsettias and blue mistletoe on bands of gilt lace, very decalcomania in effect.

- As for the tree, it may waver between the childish (and still very affecting) confusion of balls, trumpets, and tinsel, and the poetic severity of silver, glass, and white. Still other suggestions are modern paper reminiscences of old-fashioned ornaments designed by Raoul Pène du Bois and shown in the photograph above, which surely deserve a tree of their own. These may be had on order, if time enough is given, or materials will be supplied if you have the time and inclination to do them yourself.

- That inexpensive things need not necessarily be cheap is borne out by the really stunning collection of moderately priced Christmas gifts which Tate and Hall, of 801 Madison Avenue, have assembled in the new department specially created for the possessor of a

full heart and a slender purse. These suggestions start as early in the day's needs as breakfast—and a chance to scoop your morning egg out of the sort of cup you'll find in any one of the breakfast sets shown here will go a long way towards taking the curse off early rising—if anything can. One of the sets, a twelve-piece one of Herend ware (Hungarian, and very good) is done in a leaf pattern in soft lettuce-greens and chartreuse-yellows and has a kind of covered toast dish you're certain never to have seen before. Its handle is half a porcelain lemon so realistically devised that you'll be tempted to squeeze as you lift. Dropped casually on the cover are the remaining slices, amusing as can be and enchantingly different. This is priced around \$35.

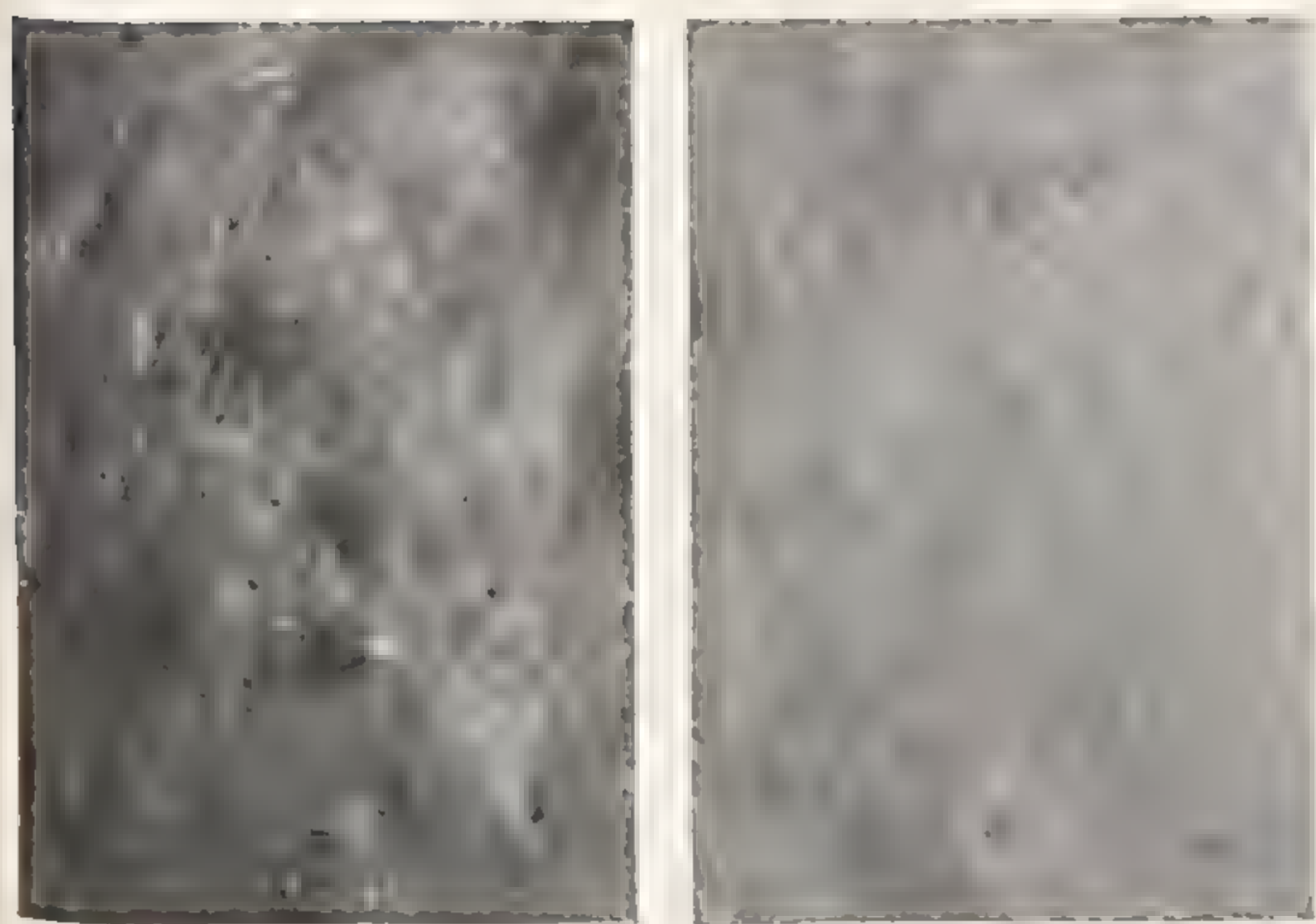
Another more vivid pattern from the same factory makes bold use of game birds and conventionalized flowers in the well-covered, still-life manner, and again replaces the customary handle with gay fruit tops. Still another set, an Italian one of ten pieces, is decorated in plaid—a rose, green, and blue concession in ceramics to the prevailing dress enthusiasm. This, for all its style, costs only around \$12.

If you are one of those who are secretly appalled by the occasional appearance of long-stemmed American beauties, because none of your vases are built to house such luxury, you'll be vastly intrigued with a huge glass beaker—also from Tate and Hall, and costing about \$18—that looks suspiciously like a wine-cooler. A coaching scene is engraved with crystal clarity on one side, and a row of golden stars set far apart borders the top. There are other vases, too, in all shapes and sizes—but this is by all the odds the floral find of the Tate-and-Hall collection.

HE PUT WHITE MICE IN STRAIT-JACKETS

to prove he could feed *beauty* through a woman's skin

HIS VITAMIN D CREAM IS THE ONLY COSMETIC ADMITTED
TO THE HALL OF SCIENCE AT A CENTURY OF PROGRESS



TYPICAL OF TESTS are these microphotos, taken at medical university. LEFT—Skin before using Vita-Ray Cream. RIGHT—28 days later. Reduction in pores and lines is even more vivid in full size microphotos seen by magazine editors, with no blurs due to printing. Gladly sent on request.

Makes skins grow younger in 28 days

Microphotographs by University scientists showed that this marvelous beauty cream was actually reducing pores, banishing wrinkles and dryness, making skin grow fresher and younger.

It was indisputable. But how did it happen? For in spite of claims, no other beauty preparation ever had *really* fed Vitamin D—the life-giving sunshine vitamin—through the skin.

Was Vita-Ray actually doing this?

A careful scientific test was made. Hundreds of white mice suffering from rickets—a disease which could only be cured by feeding them Vitamin D—were obtained. Vita-Ray Cream was rubbed on their tails. To keep them from eating it off, they were put in little strait-jackets.

The miracle happened. Their rickets were cured. These feeble, helpless mice became fat and healthy. They had absorbed this life-giving, sunshine Vitamin D through their skins.

The Cream Women Have Been Looking For

So skin penetration is no longer a scientific day dream. In the case of Vita-Ray it is an established fact, admitted by leading men of science who have read the evidence clearly written in the case records of these white mice.

In every jar of Vita-Ray are 750 A.D.M.A. (Vitamin D) units, implanted there by irradiation, waiting to be released through the skin to the hungry subcutaneous cells.

Because of its scientific worth, Vita-Ray Cream has been admitted to the Hall of Science at A Century

of Progress where it is part of the vitamin exhibit, the only cosmetic to be so honored.

To the eye, Vita-Ray is just a fragrant white cream not greatly different from the creams with which every woman is familiar.

The great difference lies in the fact that Vita-Ray, and Vita-Ray alone, contains Vitamin D—in a form that enables it to be fed directly through the skin to the subcutaneous cells.

Give Vita-Ray a 7-Day Trial

If you use Vita-Ray Cream for just one week, feeding the wonderful sunshine Vitamin D right through to the tiny capillaries which carry the blood that nourishes the skin, your skin will look noticeably younger. Lines

and wrinkles grow dim and become smoothed out.

Soon any enlarged pores you have will grow smaller and your complexion will take on a new soft freshness. If your skin has a tendency to dryness it is because it lacks the sunshine vitamin. It will become firm and fresh and young again.

Vita-Ray is used just as you would use any other cream. It is the only cream you need for cleansing, nourishing and as a powder base.

You will be astonished at the low price of Vita-Ray—only \$1 for a generous 4-ounce jar, enough to last a month.

If your department store has not yet received a supply, mail coupon below with \$1. Your jar of Vita-Ray will be mailed as soon as your order is received.

MAIL THIS COUPON

THE VITA-RAY CORP., Lowell, Mass.
Sirs: I am enclosing one dollar for a jar of Vita-Ray Cream, to be sent to the following address, postage prepaid. (If living in Canada send \$1.50.)

Name _____
Street and No. _____
City _____ State _____ V12-1





*If everyone in this family uses
Pepsodent Antiseptic*
(as used in recent tests)

**there should be 50%
fewer colds!**

*Experiment with 500 people throws new light on
"cold prevention." How use of Pepsodent Antiseptic reduced
number of colds . . . cut time lost from colds.*

IF what happened in a recent scientific "cold" study happens in this family, there should be 50% fewer people catching this woman's cold if they use Pepsodent Antiseptic regularly.

We use this means of illustrating in a dramatic way how Pepsodent can help you prevent colds this winter.

The test we refer to included 500 people over a period of five months. These 500 people were divided into several groups. Some gargled with plain salt and water—others with leading mouth antiseptics—one group used Pepsodent Antiseptic exclusively. Here is what happened as shown by official scientific records.

The group who used Pepsodent Antiseptic had 50% fewer colds than those who used other leading mouth antiseptics or those who used plain salt and water.

The group who used Pepsodent Antiseptic, and did catch cold, were able to rid themselves of their colds in half the time of those who used other methods.

And so, while we cannot scientifically predict how many people would catch cold in this family, nor just how many would have a cold if they didn't use Pepsodent Antiseptic, we do say that what happened in this scientific test on 500 people can be applied to some extent to any other group.

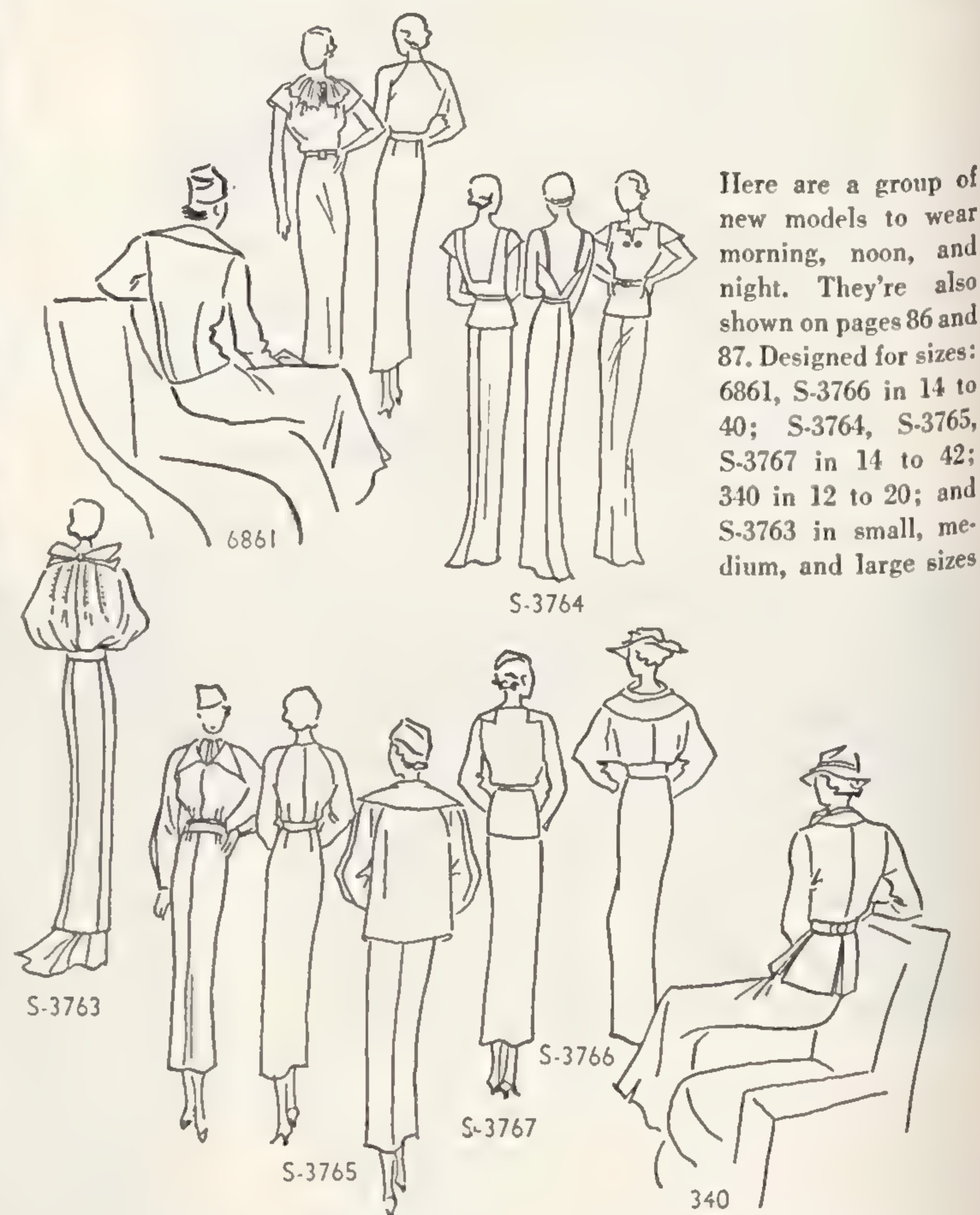
Pepsodent can be diluted

Remember, Pepsodent Antiseptic is three times as powerful in killing germs as other leading mouth antiseptics. You can mix Pepsodent Antiseptic with two parts of water and it still kills germs in less than ten seconds. Therefore, Pepsodent gives you three times as much for your money. It goes three times as far and it still gives you the protection of a safe, efficient antiseptic.

Get Pepsodent Antiseptic and see for yourself just how effective it is in helping you prevent colds this winter.

PEPSODENT ANTISEPTIC

DESIGNS FOR PRACTICAL DRESSMAKING



Here are a group of new models to wear morning, noon, and night. They're also shown on pages 86 and 87. Designed for sizes: 6861, S-3766 in 14 to 40; S-3764, S-3765, S-3767 in 14 to 42; 340 in 12 to 20; and S-3763 in small, medium, and large sizes

SPOT-LIGHT ON STAGE CLOTHES

(CONTINUED FROM PAGE 81)

than in private life. If an actress has no bosom, the dress must give her one. If she has a marvellous figure, it must be shown. Mrs. Pemberton and Mrs. Gimbel practically sewed Fay Bainter into her "Dodsworth" gowns—models, which, incidentally, received an unparalleled number of orders from all over the country. In the recent hit, "Personal Appearance," Gladys George was conscientiously exposed—and, in that silver sequin explosion in the third act, richly burlesqued.

Hawes' credo in stage dressing is rigid simplicity. No furbelows, no small complications of colour or ornament. Fabric and cut, she insists, are everything—and her gowns for "Merrily We Roll Along" prove that. The heavy white crêpe gown that Murial Williams wears on page 81 is a sculptural masterpiece. Incidentally, Hawes pulled a psychological trick in "Merrily" that most people miss: she dressed the three women most concerned with the playwright's life according to the intensity of their hold on him in the first scene. Julia, discarded, is in black; his wife, the oppressive present, is in grey; the young actress, his future, is in white. But that, she says, was just her own fun—and too subtle to be effective.

Hats are apt to be a problem, because the minute they have brims the face of the actress is deeply shadowed. And yet, it takes a pretty perfect face to look well entirely without a brim.

The picture changes a bit when you get into the field of revues. Here the visual effect is almost everything. There are no incomparable phrases that a crazy hat might destroy—no tender

mood to be preserved from the distractions of fashion. On the contrary, exaggeration is the order of the day. If the fashionable hat is two inches high, make it four. If the neck-line is high, bring it up to the ears. Cecil Beaton, a past master in this art, has done just that in the new Cochran Revue, "Streamline," playing in London now. His costumes are the modern mode dramatized almost into fantasy.

A number of our leading actresses have such a true fashion instinct that they need little guidance from dress experts. Ilka Chase, for instance, could not have chosen a gown better for herself or her part as a well-bred sophisticate than the one she wore in "Small Miracle"—the pale lime-green moire, on page 80. Judith Anderson, whose figure is the idol of dressmakers, fully realizes the importance of her gowns. In their clinging, insidious luxury, they abet not only her, but the mood of her play. She in her heavy gold gown and Hedda Hopper in her maroon crêpe with net fins (both are shown on page 80) gave, with Donald Oenslager's scenery, the only pleasure to be had from "Divided By Three."

As for the somnolent-eyed Tallulah Bankhead, whose photograph is on page 80, Schiaparelli designed the white satin gown she wears in her play "Dark Victory," recently opened.

Next time you go to a modern drawing-room comedy, look at the clothes not only covetously but with the questions: Do they suit the part? Do they suit the scenery? Do they suit the actress? Then turn to the credit list and find out who did the job—for better or worse!

BEAUTY INSPIRATIONS for 1935

from helena rubinstein and Paris

CHRISTMAS! . . . and the most exciting beauty gifts from Helena Rubinstein! . . . Feast your vision on this brilliant, versatile array of new and enchanting things to give—at Christmas or at any other time of the year.

A modern classic is the Golden Horseshoe Vanity. In satin-striped goldtoned case. Also with colorful touches of enamel. Contains loose powder, compact rouge, rouge en creme for lips. Large, unbreakable mirror; swansdown puff! 7.50.

Next comes the new Beautility Kit with the nine essentials to well-groomed faces and hands. In a chic alligator leatherette handbag. 5.00.

Another distinctive example of cosmetic jewelry is the Rainbow Vanity Ensemble—in hammered goldtone with vivid touches of enamel. Double compact with matching lipstick. 2.50.

The tall sparkling flacon holds Helena Rubinstein's new Enchanté Eau de Cologne. Hauntingly fragrant. 1.50 . . . In the aristocratic black and gold bottle is her new Parfum Water Lily. Lingeringly lovely, ultra-smart. 7.50.

Here is an original little bath chest of white waterproof enamelled pique piped in red or gold—containing five chic accessories to luxurious bathing: Enchanté Eau de Cologne, Enchanté Bath Powder de Luxe, Enchanté Bath Essence, and two cakes of Enchanté Soap. 7.50 . . . Enchanté Bath Powder de Luxe in a handsome box of silver lustre glass. 2.50.

And for the pièce de resistance, the Beauty Coffret de Luxe of imported ecrasé calfskin, silk-lined, containing 24 beauty creations and a three-piece sterling silver toilette set. Designed for a Princess in Paris! . . . 125.00.

At the Salons and all smart stores are these and many other delightful gifts, including Set-of-Three Enchanté Bath Soap, 3.00 . . . Bath Powder and Soap Ensemble, 2.25.

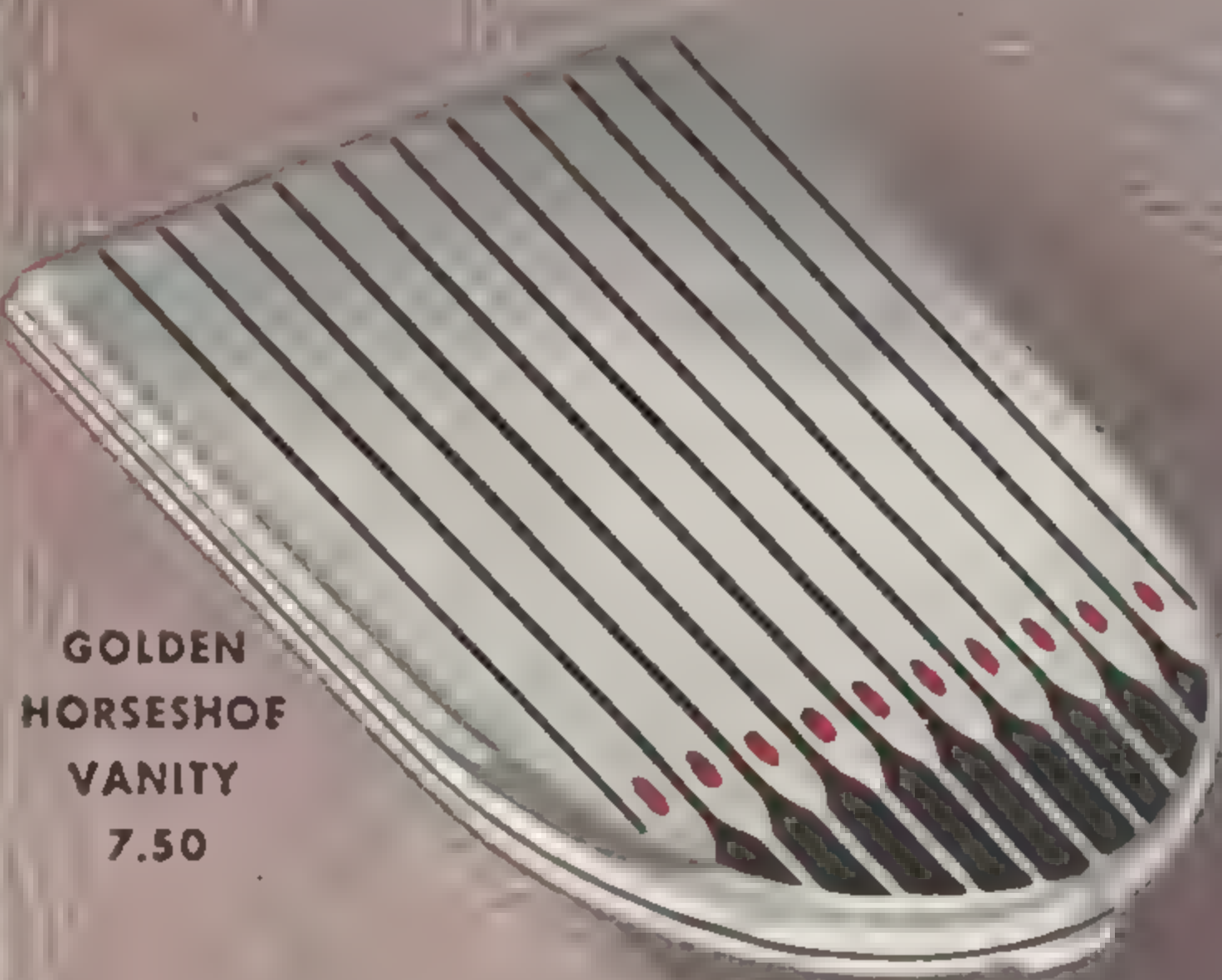
Whether you seek the smartly practical or the memorably beautiful, you will find it here. You will find, too, the originality, the cachet which the smart world expects of a creation by Helena Rubinstein.

helena rubinstein

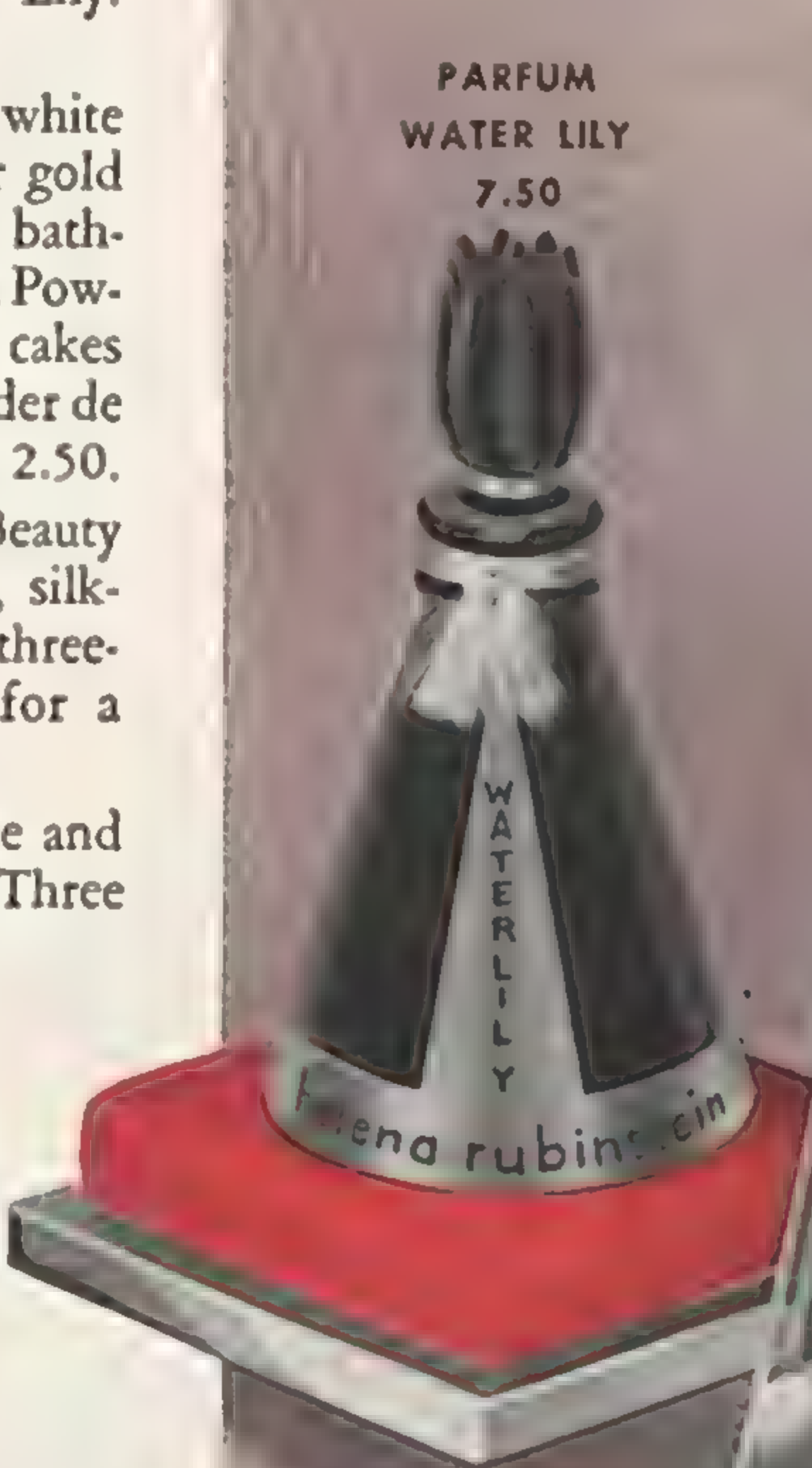
8 EAST 57th STREET, NEW YORK

PARIS • LONDON • CHICAGO • BOSTON • SEATTLE
LOS ANGELES • DETROIT • TORONTO • MONTREAL

GOLDEN
HORSESHOE
VANITY
7.50



PARFUM
WATER LILY
7.50



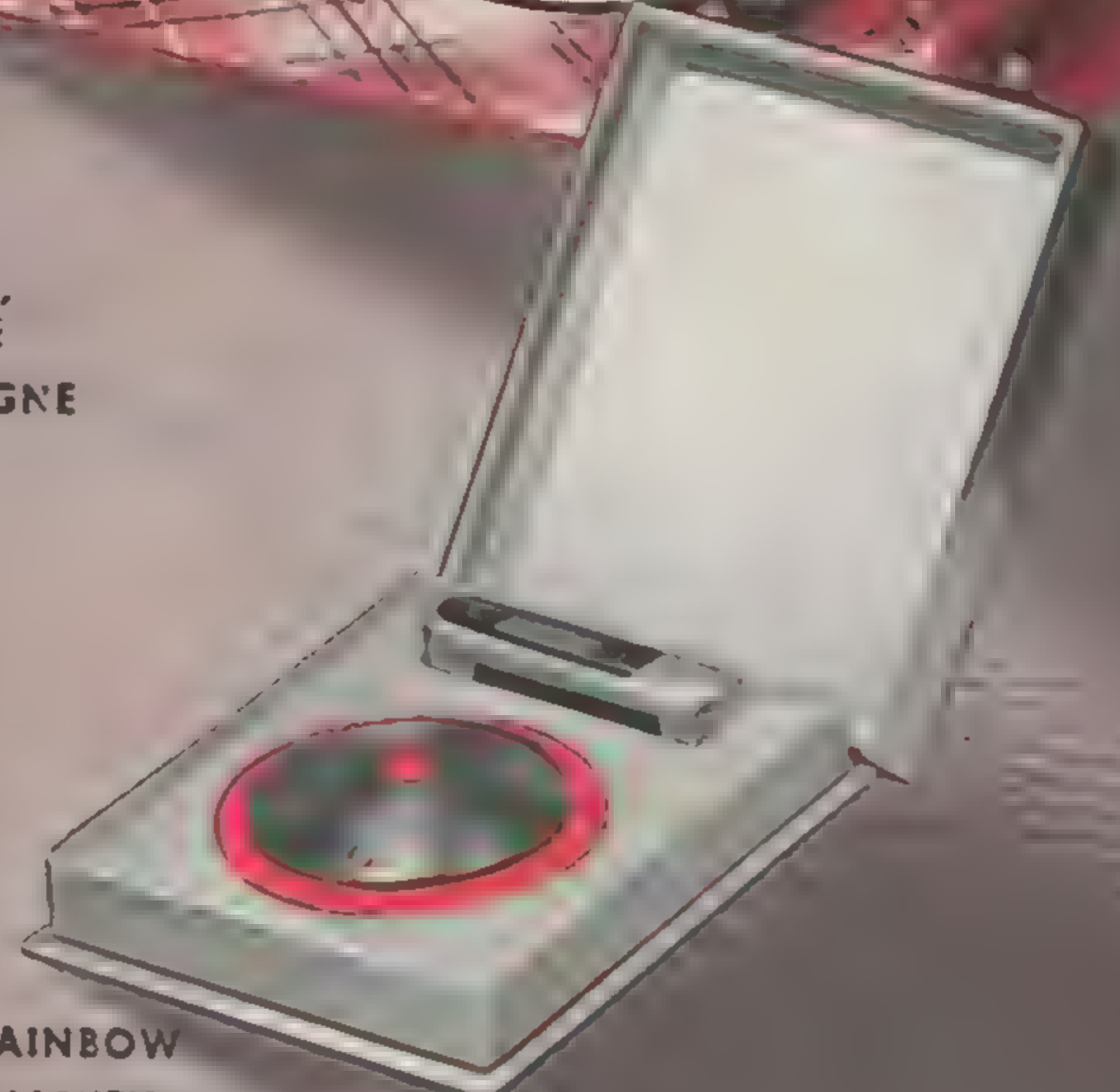
ENCHANTÉ
EAU DE COLOGNE
1.50



BEAUTILITY
KIT
5.00

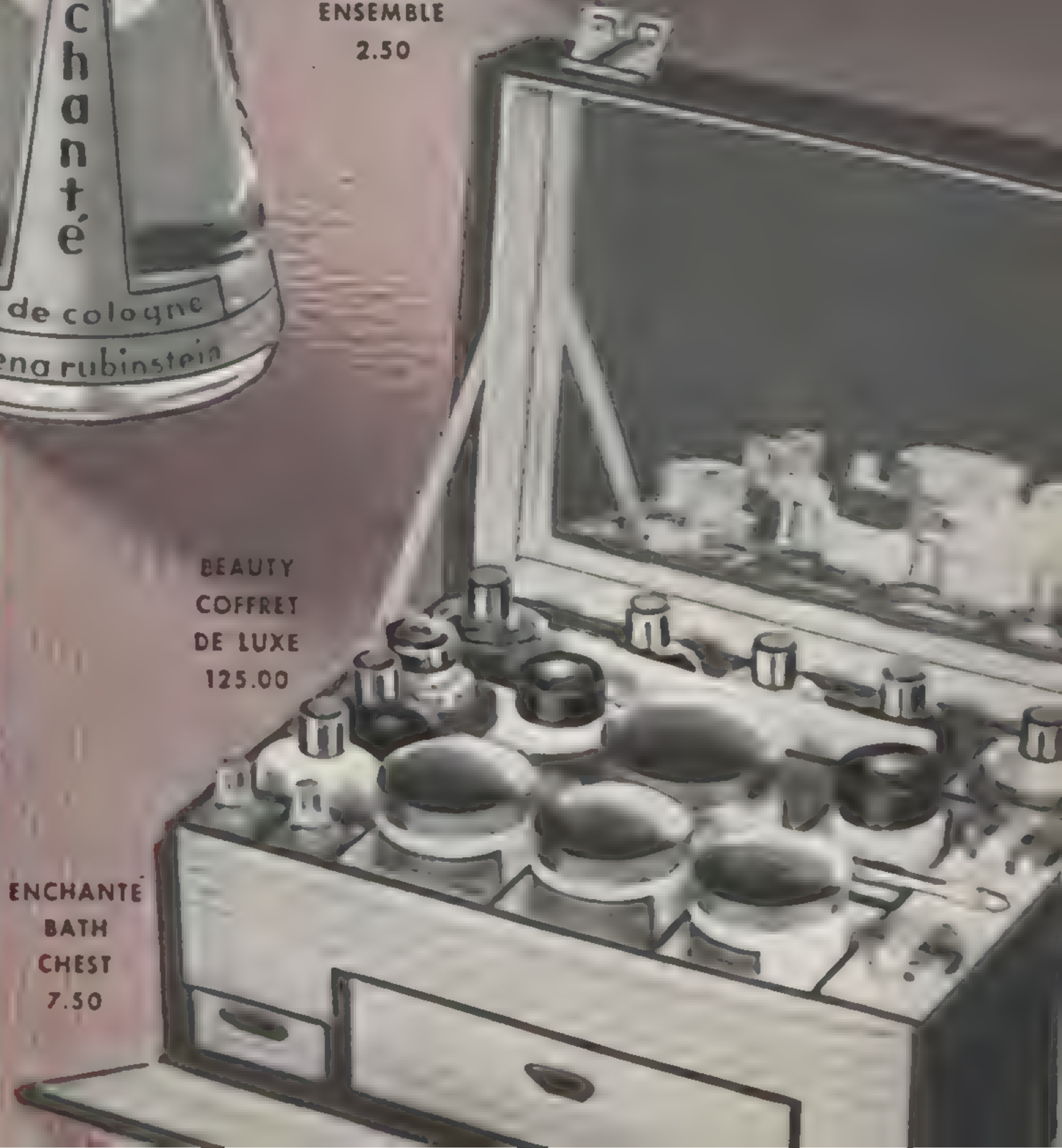


RAINBOW
VANITY
ENSEMBLE
2.50



BEAUTY
COFFRET
DE LUXE
125.00

ENCHANTÉ
BATH
CHEST
7.50



TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 88)

*More people
buy the Liqueurs of Cusenier
than any other brand
in the world*

FREEZOMINT

STRENGTH 30% CONTENTS 1 PINT 8 FLUID OZ.

E. DE MENTHE CUSENIER

CUSENIER

E. CUSENIER
COGNAC

We recommend the *Stinger*—popular European cocktail: half Cusenier Crème de Menthe, half Cusenier Cognac Brandy (15 years old.)

The Liqueurs of
CUSENIER

La G^{de} Distillerie E. Cusenier Fils Aîné et Cie, Paris

Imported and Guaranteed by W. A. TAYLOR & CO., N. Y.

On Lewis and Conger's shelves, along with washing soap and scrubbing-brushes, we found the perfect gift for the friend who always dazzles us with the brilliance of her diamond bracelets—a jewellery cleaning kit in a little tin box, priced under \$3. This will save her many a trip to the jeweller's and give her something to do, which is a pretty good gift in itself.

• We found a game called "Monopoly" at Brentano's (at about \$3) for your favourite banker. Nothing could be more flattering, for in it the banker controls everything. He collects the taxes and the rents, commissions on sales and mortgages, and is practically King. It's the sort of game that business men take to like a duck to water; dice control the business, and the money involved is only paper. Even if you land in jail, you can buy your way out. It's all very metropolitan. The only time we played it, we kept landing on unowned property which we had to buy at public auction until we felt like the Astors. The bank got everything in the end. We went bankrupt. Any number of people can play; it's one of those good floor games that wear holes in your knees.

• Young Books, Inc., at 714 Madison Avenue, lured us into buying more gifts for our friends' offspring than was strictly necessary. Not that we were really thinking of the kiddies, but we got entranced with the things that were made for them. Raffia animals, for instance, with fantastically amusing expressions. The porcupine reminded us of one friend who bristles at any new suggestion, and it is going to him, all complete with holly and a Christmas card. The bright red elephant is enchanting, and the yellow-and-black striped tiger looks as if he were just waiting for the Martin Johnsons to film him. The animals range in price from about \$3.50 to \$5.75. There are gingerbread animals, too—made of real, old-fashioned gingerbread that is good to eat. These are moulded by some bright young artist who knows how to cook and are mounted on cardboard and wrapped in Cellophane. The characters represented are taken from children's books—Peter Rabbits, Ba-bas (that personable French elephant who has croissants and café au lait in bed), Winnie-the-Poohs, and little pink piglets. These will make an impression on parent, as well as child, and cost only about 35 or 50 cents.

Remember that in choosing children's gifts, you should consider the parent. (We learned this lesson from a pacifist mother to whose son and heir we had given a toy gun.) A toy chest, also from Young Books, will make parents beam on you and will keep the children busy for hours at a time. There is a Noah's Ark (at about \$15), the roof of which lifts up, so that blocks, animals, dolls, and what-not can be put inside. Think what an exciting game it would be to prepare for a flood, get everything safely into the ark, and, incidentally, get the nursery floor cleared with no tears and tantrums. The ark is on casters and can be pulled from one room to another easily, if parents are open-minded about toys going out of the nursery.

This shop (we are still at Young Books) has found an artist who will make a portrait doll of your child—and a charming one. This artist will work from photographs, but prefers to see the child, if that is possible. She makes a mask, covers it with silk, paints on the colouring, gives it real hair, and clothes it in the best children's fashion. Remembering back, our most precious childhood possession was a doll with a wig made of our own shorn locks, which, incidentally, we have kept through the years to prove that we were once a blonde. These portrait dolls will cost around \$17.50. Nothing could be more entrancing than the Mammy dolls at this shop; they have broad grins and good old-fashioned underwear and cost about \$7.50. For adults: look at the collection of old boxes—everything from snuff-boxes to sea-chests.

• Martha-Rose, at 501 Madison Avenue, gave us a ravishing choice of lingerie when we went shopping with a friend to pick out a gift for his wife. We weren't spending *our* money, so we looked at the loveliest things in the place. There was an olive-green silk velvet negligé (about \$69.50) made in a monkish manner that practically made our mouth water, it was so lovely. It had full sleeves gathered at the wrist, a small demure collar in front, a deep cowl neck in the back, and a heavy gold cord around the waist. You can turn the neck-line down to form revers lined with lamé. Then, there were white moire tunic pyjamas, crisp and flaring, with stitched satin revers on the coat and a flame velvet Ascot tie at the neck (about \$49.50). The wife who gets these has a lot to live up to.

A thoroughly feminine and appealing negligé with a Bianchini printed satin slip in heavenly semiprecious jewel tones had an apple-green chiffon coat over it. This cost about \$59.50, and flipping a coin was about the only way of deciding between them. There were also some butcher-boy pyjamas, costing about \$16.50, which had a loose, flaring back, belted front, and a small boy's collar. These made us wish that we didn't have to be neatly clad and in our right mind by nine every morning. Everything in this shop is hand-made and fitted individually, and you can order the most beautiful trousseau—and get it quickly, what's more.

• The Bazar Francais, at 656 Sixth Avenue (somewhere around Twentieth Street), has a portable charcoal-burner which we fell on with joy as the perfect gift for that friend who likes to grill steaks at picnics. (And any one who sneers at picnics is a snob.) This burner is a rectangular metal box that holds the coals and has a grill that goes over the top. It folds up into a flat tin box, which you can strap on the running-board of your car and take winter-sporting. You can put the burner down anywhere—in a snow-bank, if you want—, fill it full of charcoal, which weighs practically nothing, and broil your meat the way that meat should always be broiled. This is a star gift, and it costs in the neighbourhood of \$5.75. (Continued on page 110)

Gifts

by Elizabeth Arden

For example, the new "Party Bag," a glorious thing in gold brocade or other fascinating fabrics. Jeweled compact and matching lipstick, perfume, prystal evening comb, coin purse and cigarettes, \$18 or \$20

"Farewell to Age" Box. Ardena Skin Tonic, Cleansing Cream, and Velva Cream, in very large sizes, in a beautiful shell pink box. \$13.50

The pink sachet box, filled with fragrant satin pads. An exquisite little gift for a dainty woman. \$5

And the lovely, jeweled compact and matching automatic lipstick packed in an ivory gift box, lined in gold. \$5.50, \$6. Individually, too.

Or the newest Elizabeth Arden perfume, "Blue Grass," the sensation of the season. From \$5 to \$125. Special Ardena Travel Atomizer, \$12

Three large June Geranium Bathodomes, beautifully boxed. \$2.75 Venetian Dusting Powder with a single large Bathodome. \$2

And the handsome, fitted case in the lower corner... with carved crystal bottles so beautiful you can hardly bear to leave them there. Luxurious, but so well worth it! \$135. Other beauty boxes, \$2.85 to \$350

ELIZABETH ARDEN

691 FIFTH AVENUE . . . NEW YORK CITY

London: Elizabeth Arden Ltd. Paris: Elizabeth Arden S. A.
Rome: Elizabeth Arden S. A. I. Berlin: Elizabeth Arden
G. m. b. H. Toronto: Elizabeth Arden of Canada, Ltd





Apart from all others *O* silent song of fragrance . . . no freedom from your spell!

Christmas gifts by **Lenthéric** parfumeur . paris

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

- (1) The name and address must be legibly written or printed at the beginning or end of every letter.
- (2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.
- (3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Mrs. P. W. A.: Please suggest the number and kind of uniforms suitable for the one butler in a large suburban house.

Ans.: A butler in a large house, unless he has other duties to perform, wears a dark sack suit in the morning; a cutaway coat and grey striped trousers for luncheon and tea; and for dinner, an evening coat, black low-cut waistcoat, black trousers without side braiding, a stiff plain white shirt and collar, and a white bow tie.

However, a man who is a house man, valet, cook, and waiter can not be dressed with the formality of a butler. He should have some sort of day costume; a dark sack suit would be suitable. Or a jacket with a shawl collar, piped with silver braid, and a black tie might be worn in the morning and for lunch. For dinner, a house man might wear a white linen jacket and waistcoat. In cold weather, he might wear blue or black cloth instead of linen; but for a man whose duties take him to the kitchen range every few minutes, the white jacket seems more appropriate.

Miss T. J.: When dining at a restaurant or hotel, do a man and woman sit opposite each other, or does the man sit at the woman's left? If there are two couples at dinner together, and they sit at a table placed diagonally, with a corner towards the dance floor, where do the women sit?

Ans.: If a man and woman dine together at a hotel or restaurant and sit at a small square table, the man usually sits at the left of the woman. But if the table is a very small one, they might face each other.

If four people sit at a table placed diagonally, with one corner nearest the dance floor, the women guests should be seated facing the room, while the men sit with their backs to the dancing.

Mrs. P. S.: For several generations, there has been a John Sparkes Smith in our family, the name passing from uncle to nephew. My son, John Sparkes Smith, is the seventh. How does he distinguish himself from his Uncle John,

the sixth—should he sign his name John Sparkes Smith, seventh?

Ans.: Although your son is the seventh to bear this name, he should be called John, second, as long as his Uncle John is living. If your son were the only one of that name, he would sign his name without any numerals at all. In the case of royalty—as in England—the present King is the fifth George to reign and is styled George V.; but, in this country, numerals are not used except when an uncle or grandparent bearing the same name is living. The elder would then be considered as having the right to the name, and the younger would add the "second," or the numerals, II.

Miss R. P. O.: My fiancé is an executive in a large organization; and the employees, as a group, and the officers, as a group, have each sent us a very charming wedding gift. All of these people are strangers to me. Will you please tell me how, and to whom, I should address my thanks?

Ans.: The note of thanks to the officers of your fiancé's business concern might be addressed to either the president or the secretary. The important point to remember is to ask him to extend yours and your fiancé's appreciation to all of the officers. In your note to the employees as a group, you might write to the chief of personnel, or to the employee longest with the company—asking him, or her, to extend for you your thanks to the entire group. A note might be worded somewhat like this:

Dear Mr. Henry:
The Sheffield tray, which has just arrived, is very beautiful, and it goes so well with my tea-service. It is quite one of the handsomest trays I have ever seen, and Jack and I will be proud to use it always.
Please extend to each of the officers our grateful appreciation, and believe me
Very sincerely yours,
Rea Oliphant

Mrs. G. E. P.: Please tell me when and how finger-bowls should be served at luncheon and at dinner.

Ans.: Finger-bowls are used after each meal. The informal way to serve a finger-bowl is to place it on a doily on the dessert plate, with a small fork and dessertspoon on each side. The more formal way to serve a finger-bowl is to place it on a glass or china dish with a fruit-knife and fork on each side. This plate is set down when the dessert course is finished and the dessert plate removed. Fruit and bonbons are then passed.

Mrs. R. C. A.: Please tell me when a married woman signs her name as "Mary Donley Smith," and when she signs her name as "Mrs. John Smith."

Ans.: No matter how entirely a stranger you are to the person addressed, you never sign your name with a prefix or title. For instance, Mrs. John Smith, when writing Cox and Box, signs her name Mary Donley Smith. For identification purposes, she adds below it, in parenthesis, (Mrs. John Smith). If she is signing a hotel register, she writes her name, Mrs. John Smith—but in this case she is not addressing any one. Even if she is widowed, she continues to use her husband's name. She will always be known as Mrs. John Smith—never as Mrs. Mary Smith.



Gifts That Make Life-Long Friends

FOR WOMEN



"My STRANZIT Brush gives me such pleasure that I cannot think of a nicer or more desirable holiday gift."

HELEN VINSON
Now appearing in Columbia Pictures
"Broadway Bill"
and "The Captain Hates the Sea"

STRANZIT truly is unique with its wavelike bristle trim that actually improves a Permanent or a finger wave and restores the Buoyancy—sheen and lustre to your hair.



STRANZIT
White Bristle . . \$2.50
Grey Bristle . . 2.00
Black Bristle . . 1.50

FOR MEN

Since 1866 Pro-phy-lac-tic Military Sets have been a sought for gift. Today the DeLuxe Pro-phy-lac-tic Sets would make our ancestors gasp with envy.

Simplicity, ruggedness, quality—all blended by our craftsmanship into the finest gift sets ever offered.

Priced from \$3.50 — in all the Better Stores.

SET E-205—\$9.50 →



Pro-phy-lac-tic Brush Co., Florence, Mass.

GIFTS OF A LIFETIME

(CONTINUED FROM PAGE 62)

Mrs. *Franklin inc.*
presents a *Southern Collection* in which
the art of handknitting at its highest
has achieved the most fascinating
new effects in texture
and color



NEW YORK . . . 16 East 53rd Street • PHILADELPHIA . . . 260 South 17th Street
BOSTON . . . 141 Newbury St. • HAVERFORD, PA. • PALM BEACH, FLA. 248 Worth Ave.

smart and still tailored enough to wear with sports clothes; and it costs about \$450.

Now that you've dumped this incomparable splendour in your lady's lap, you might turn the final trick and have a jewel-case especially made for her by Arthur Gilmore. Send a list of her jewels to him, and—if you or she are optimistically inclined—have it made so that additional compartments may be added. Gilmore makes these cases beautifully, with very special locks and gadgets.

SECOND—FURS: Next to jewels, furs have the most illicit and exciting flavour. Make her mad with joy by going to Jaekel and getting a hip-length tipped Russian sable coat with long, loose sleeves—very soft and luxurious. Price, about \$3,000. Throw in a large flat muff with it, at about \$750, and then sink back for a well-earned rest.

Or pop in at Gunther's and get her a cape made of twelve Russian sables, mounted diagonally and held together with narrow silk cord. This will set you back about \$2,500—or, of blended Russian sable, approximately \$1,150. Then there's a very new and very flattering red fox cape lined with brown velvet, at about \$350; and a hip-length mink cape, perfect for day or evening, costing around \$850.

SPORTY THINGS: Now, suppose your lady is a Hunting Lady. What could endear you to her more than a Whippy side-saddle from Spalding, with straight seat and broad pommels? The seat and near-head are sponge-rubber lined, doeskin covering the pommel and seat, both of which add to comfort and safety. To your special measure with girths, leather, and iron, it costs about \$300, according to the rate of exchange.

ART AND MUSIC: If your wife or your lady-love has an eye for beauty or a blank space over her mantel, why not give her a painting or a piece of sculpture? New York is full of excellent canvases that would be real investments, regardless of optical pleasure. Naturally, the choice of these would depend entirely on the taste and personality of the receiver, but here are a few suggestions that you might follow up.

At the Ferargil Galleries, you can buy one of those impeccably beautiful Lucioni still lifes or landscapes for from \$450 to \$1,000, depending on the size of the canvas. If you're a fiend for fine technique (like the old Dutch masters) and luscious colour, Lucioni's your meat. If the lady's tastes run to delightful freshness and simplicity and bright clear colour, you couldn't do better than buy a canvas by Lauren Ford, who paints a world of children enchanting to adults. Her patterns are a delight, and you can get a canvas for as little as \$450.

An idea that would make you a god in your wife's eyes: have Justin Sturm, that excellent young sculptor, model a head of your child for approximately \$750—or your wife's own head, or yours, for about \$1,000. His likenesses are amazing, and his technique simple and distinguished.

At Weyhe's, you could get an original Despiou bronze head for no more

than \$1,000; or that marvellous Propyläen series of books on the history of art from primitive days until now. There are twenty volumes, magnificently illustrated, each costing about \$20.

If your wife has been yearning for years for a good piano instead of that old family upright she's been playing on, show your mettle and get her a Steinway Grand. Steinway is particularly proud, and rightly so, of the new Sheraton period case. It's very simple, very distinguished, and would fit in almost any interior. It costs about \$1,835, in mahogany. The Queen Anne design, also simple in treatment, is priced at \$1,635 in mahogany.

TRANSPORTATION: Our vastly elastic imagination can not conceive of a greater gesture in the art of giving than a fine car. Somehow, there's a finality about it—a sort of Last Word quality. Especially if it were the new Lincoln. The particular model we are thinking of has room for four and is in a new autumnal colour that blends marvelously with the leather upholstery. It's the sort of deep rust shade called chaumont-brown, and it must have been created especially for football games and race-meets. However, although this is typically a sportsman car, it's entirely comfortable and entirely smart for women and cities. And what if it does cost about \$5,600?

Now for luggage, which is a very natural sequitur to cars. At Saks-Fifth Avenue, a grand idea is being practised: custom-made fitted cases, for which you can choose your fittings from an enormous stock of bottles, jars, tubes, and toilet articles in everything from chromium to real tortoise-shell. You assemble any you want, and the case is made to fit them—large or tiny. These cases cost about \$125 to \$1,200 (for real tortoise). The cases themselves are hand-made of any one of dozens of leathers and styles, and nothing has been forgotten—you are even supplied with funnels to transfer contents from one bottle to another. The whole thing is beautifully worked out. See and believe.

P.S. How about giving Her a huge standing order at a florist's? Max Schling, for instance, would do you proud.

FOR WIVES ESPECIALLY: We are putting the following gifts in this category because they have a substantial, traditional quality that marks them for the home, rather than for the Adventure. They are grand and beautiful, but not illicit.

Crichton, for instance, has a superb Monteith silver bowl made in 1714. It was originally a punch-bowl, and its scalloped edges are so cut that you could place the stems of glasses in the crevices and let them hang securely head down. Now, it's perfect for a centrepiece, empty or bountiful with fruits and flowers. On one side, there's a large coat of arms, surrounded by lavish scroll engraving.

At A. Schmidt and Son, you can find a very special piece of silver that would delight any wife's soul. It's a reproduction in Sheffield of a George III piece. The mountings are of silver, and it consists of (Continued on page 114)

CHANEL *Presents*

HER THREE MOST FAMOUS PERFUMES

IN CHARMING *Petite* BOTTLES

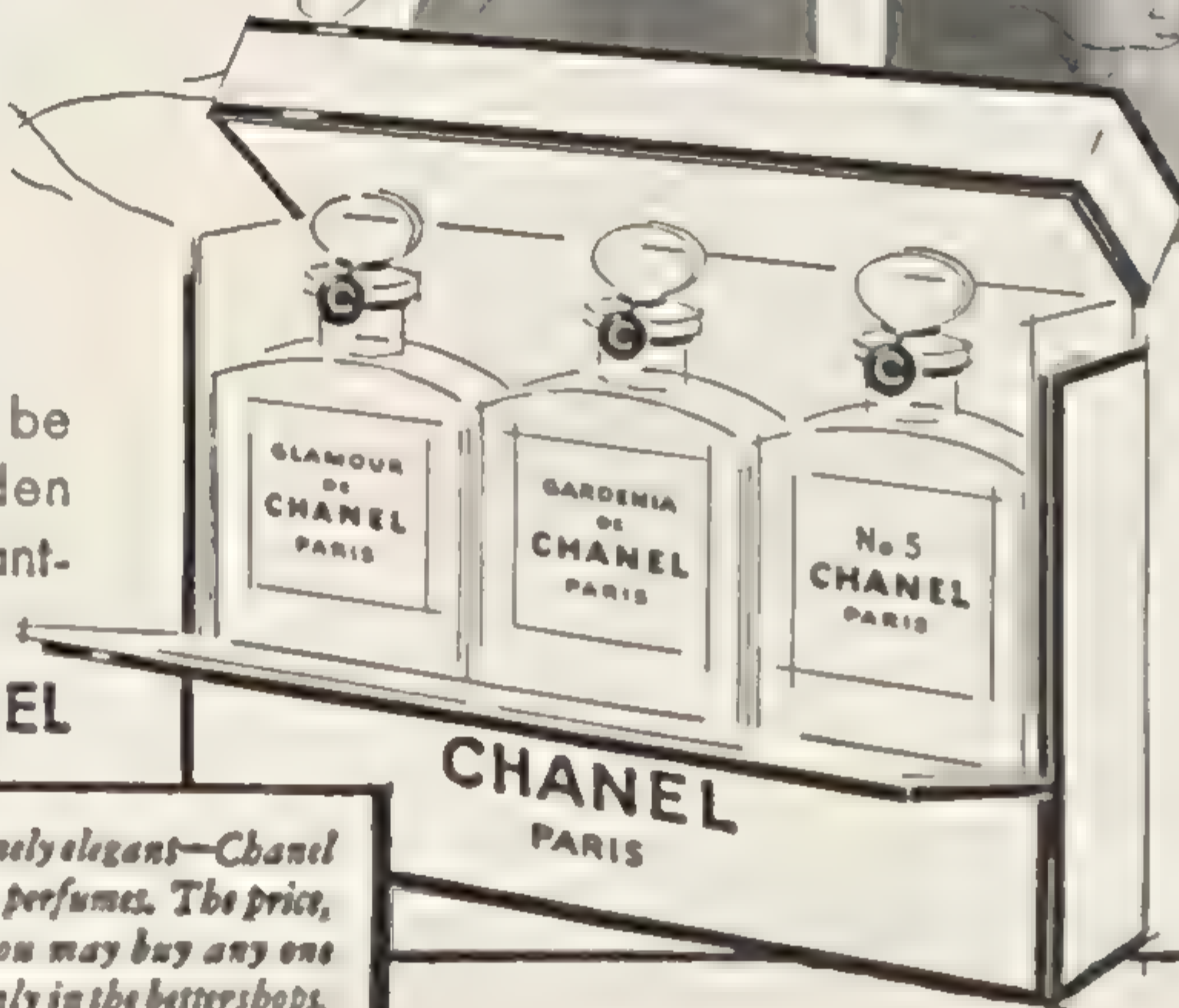
SO THAT YOU MAY MATCH YOUR MOOD WITH AN EXQUISITE CHANEL ODEUR



For those hours when you would play the role of Romance... when allure is of first importance—wear the new **GLAMOUR de CHANEL**

A-ah! Tonight you would be elusive, fragile as a Dresden figure . . . elegantly enchanting?—wear **GARDENIA de CHANEL**

And when your mood prompts you to make the grand entrance . . . to "take the breath away", in the grand manner—wear **No. 5**



In this chaste white box, handsomely elegant—Chanel places, in "petite" bottles, these 3 perfumes. The price, box included, is but \$6.75. Or you may buy any one of the "petite" bottles for \$2.25. Only in the better shops.

Vogue's 100 gifts



HERE ARE THE STORES IN CITIES
THROUGHOUT THE COUNTRY WHERE
THE GIFTS THAT ARE ILLUSTRATED
ON PAGES 66 TO 75 MAY BE FOUND

AKRON, OHIO	THE A. POLSKY COMPANY
ALBANY, NEW YORK	JOHN G. MYERS COMPANY
ATLANTA, GEORGIA	DAVISON-PAXON COMPANY
BIRMINGHAM, ALABAMA	BURGER-PHILLIPS COMPANY
BOSTON, MASSACHUSETTS	JORDAN MARSH COMPANY
BRIDGEPORT, CONNECTICUT	THE D. M. READ COMPANY
BUFFALO, NEW YORK	FLINT AND KENT, INC.
CHICAGO, ILLINOIS	MARSHALL FIELD AND COMPANY
CINCINNATI, OHIO	H. AND S. POGUE COMPANY
CLEVELAND, OHIO	THE HIGBEE COMPANY
COLUMBUS, OHIO	THE MOREHOUSE-MARTENS COMPANY
DALLAS, TEXAS	NEIMAN-MARCUS COMPANY
DAVENPORT, IOWA	PETERSEN-HARNED-VON MAUR
DAYTON, OHIO	THE RIKE-KUMLER COMPANY
DENVER, COLORADO	THE DANIELS AND FISHER STORES COMPANY
DES MOINES, IOWA	YOUNKER BROTHERS, INC.
EL PASO, TEXAS	POPULAR DRY GOODS COMPANY
HARRISBURG, PENNSYLVANIA	BOWMAN AND COMPANY
HARTFORD, CONNECTICUT	SAGE-ALLEN AND COMPANY, INC.
HOUSTON, TEXAS	LEVY BROTHERS DRY GOODS COMPANY
INDIANAPOLIS, INDIANA	L. S. AYRES AND COMPANY
KANSAS CITY, MISSOURI	EMERY, BIRD, THAYER
LITTLE ROCK, ARKANSAS	THE M. M. COHN COMPANY
LOS ANGELES, CALIFORNIA	J. W. ROBINSON COMPANY
MIAMI, FLORIDA	BURDINE'S, INC.
MILWAUKEE, WISCONSIN	T. A. CHAPMAN COMPANY
NASHVILLE, TENNESSEE	THE CAIN-SLOAN COMPANY
NEW HAVEN, CONNECTICUT	THE EDWARD MALLEY COMPANY
PEORIA, ILLINOIS	BLOCK AND KUHL COMPANY
PITTSBURGH, PENNSYLVANIA	JOSEPH HORNE COMPANY
PORTLAND, OREGON	OLDS, WORTMAN AND KING
ROCHESTER, NEW YORK	MCCURDY AND COMPANY, INC.
SAINT LOUIS, MISSOURI	STIX, BAER AND FULLER COMPANY
SAN ANTONIO, TEXAS	WOLFF AND MARX COMPANY
SAN FRANCISCO, CALIFORNIA	CITY OF PARIS DRY GOODS COMPANY
SPRINGFIELD, MASSACHUSETTS	FORBES AND WALLACE, INC.
SYRACUSE, NEW YORK	DEY BROTHERS AND COMPANY
TOLEDO, OHIO	THE LASALLE AND KOCH COMPANY
TOPEKA, KANSAS	THE CROSBY BROTHERS COMPANY
WASHINGTON, DISTRICT OF COLUMBIA	WOODWARD AND LOTHROP
WILKES-BARRE, PENNSYLVANIA	THE ISAAC LONG STORE



A Christmas "TREE-O-LET"

Your greeting on the card they'll read,
But what will they remember?
The card you wrote? Oh, no, indeed!
Your greeting on the card they'll read,
But what you give is what they'll heed
Long after this December.
Your greeting on the card they'll read—
A Kenwood they'll remember!

KENWOOD REVERIE

Here's something
pretty special to re-
member you by—a lacy
throw for luxurious lounging
and cat-napping, copied in pur-
est wool from a priceless old French
shawl. In white and delicate flower pas-
tels, with a deep hand-knotted self fringe.

KENWOOD KOVERLET

This soft, wooly
honeycomb throw will
win you a permanent place
in anybody's affections. A copy
of a cherished heirloom, perfect
with Early American. Pine-green and
white, walnut-brown and white, turkey-
red and white, or indigo-blue and white.

KENWOOD SLUMBER THROW

A grand gift for her—
or him—on whom you
want to make a lasting im-
pression. All wool, in a sturdy,
simple basket weave in gay colors,
bound with matching satin. Soft, light,
warm, for home, or camp, or college.

For sale at stores with
a reputation for quality
merchandise.

KENWOOD THROWS *Always* **\$7.95 to \$10.95**
ALL-WOOL



LADY: "What's that fellow bawling out, Redcap?"

REDCAP: "He say, Ma'am, dat de average age ob GOLDEN WEDDING RYE am 4 yeahs old, Ma'am."

LADY: "Humph, he might as well save his breath — — everybody knows that!"



Don't Guess—Demand GOLDEN WEDDING RYE

AVERAGE AGE **4 YEARS OLD**

It's ALL whiskey...age of the youngest whiskey used five months...the average age 4 YEARS OLD

*Golden Wedding also
obtainable in BOURBON*

*For a really fine Gin...
try Silver Wedding Gin*

A *Schenley* PRODUCT MADE IN U. S. A. . . . LOOK FOR THE MARK OF MERIT

Stetson Shoes - REEL



running
off
the
cruise
news

1 GANGWAY! Getting on and off the boat and in and out of chartered buses, you're foot-light and travel-right in this one. An English type of shoe that will try to keep you in Bermuda! Russet calfskin trimly trimmed with criss-crossed strips.



2 CLACK! That's the shuffle-board disks, and everybody on the sun-deck is looking down. You're sure of your shoe . . . white buck brogue-oxford, five eyelets high . . . pinked and perforated in the classic Stetson style. A sport shoe with flexible sole and medium heel.

3 TINKLE! Tea and music in the salon. You've shed your seafaring flannels for a Spring-day frock and slippers. This tea-strap sandal comes in black silken kid with stitching in slender streamlines.



THE STETSON SHOE COMPANY, Inc., South Weymouth, Massachusetts
STETSONS FOR A MAN, TOO, AT MANY OF THESE STORES:

ALBANY, E. A. Beaumont Co.
ALTOONA, A. Simon & Co.
BALTIMORE, O'Neill & Co.
BANGOR, Me., Hub Shoe Store
BINGHAMTON, Parlor City Shoe Store
BOSTON, Jordan-Marsh Co.
BOSTON, Stetson Shoe Shop
BROOKLYN, David Heller
BROOKLYN, Harry Sachs
BROOKLYN, H. Triebitz
BUFFALO, The Stetson Shoe Shop
CANAL ZONE, Commissioner Panama R. R. Co.
CANTON, Ohio, Horton's, Inc.
CHICAGO, The Stetson Shops
144 South Dearborn St.
59 E. Randolph St.
CINCINNATI, Stetson Shoe Shop
CLEVELAND, Cleveland Stetson Shop Co.
COLUMBUS, Holbrook Bootery Co.
DAYTON, Harry L. Buck Shoe Co.
DECATUR, Ill., Raupp & Son
DENVER, Daniels & Fisher Stores Co.
DESBY, Conn., Hubbell Bros.
DES MOINES, Wilsey's Shoe Shop
DETROIT, Berke's Boot Shop

ELMIRA, N. Y., Gosper-Kelly, Inc.
FLUSHING, L. I., Harry Sachs
GREENWICH, Favorite Shoe Store
HARTFORD, W. G. Simmons Corp.
HUNTINGTON, W. Va., Ayres & Harwood
KANSAS CITY, Arnold Glove Grip Shoe Shop
LA CROSSE, Baker & Steinbauer
LANCASTER, Pa., Shaub's Shoe Shop
LINCOLN, Neb., Miller & Paine, Inc.
LOS ANGELES, Stetson Shop
MADISON, Huegel-Hyland Co.
MASON CITY, Iowa, Laird Shoe Co.
MILWAUKEE, Stetson Shoe Shop
MINNEAPOLIS, Standard Clo. House
MOLINE, Schwenker & Mouglin, Inc.
NEWARK, Stetson Shoe Shop
NEW YORK, Stetson Shoe Shops, Inc.
15 West 42nd Street
153 Broadway
289 Madison Avenue
(Men's Shop)
NEW YORK, Goodman's Shoes
NEW YORK, N. Ostrow
NEW YORK, Benjamin Pollock
NEW YORK, Swarts Shoe Shop
NEW YORK, Vanity Boot Shop

OMAHA, Neb., Nebraska Clo. Co.
PHILADELPHIA, Norcross & Abbott
PITTSBURGH, Stetson Shoe Shop
PORTLAND, Ore., Stetson Shoe Shop
PUEBLO, Crews-Beggs D. G. Co.
READING, Kathryn M. Anderson
ROCHESTER, Minn., Baker & Steinbauer Shoe Co.
ROCHESTER, N. Y., Park-Brennock Stetson Shop
RUTLAND, Vt., Wilson Clo. Co.
SAGINAW, Kuiper Bootery
ST. LOUIS, Hutcheson Shoe Co.
SALT LAKE CITY, The McKendrick Shoe Co.
SAN FRANCISCO, Frank Werner Co.
SEATTLE, The Stetson Shoe Shop
SPRINGFIELD, Ill., Reich Shoe Shop
SPRINGFIELD, Mass., Stetson Shoe Shop
STRAUSSEN, Park-Brennock Co.
WASHINGTON, D. C., Stetson Shoe Shop
WICHITA, Kan., Jones-O'Neal Shoe Shop
WILKES-BARRE, Pa., Walter's Shoe Store
YONKERS, J. Cantor



NELSON

This charming box will hold the opening issue of gift subscriptions to Vogue, Vanity Fair, or House and Garden, and it will be delivered by Christmas Day if you send in your order before December 15. The box, in gay colours, was designed by Raoul Pène du Bois

TIPS ON THE SHOP MARKET

(CONTINUED FROM PAGE 104b)

• At The New York Exchange for Woman's Work at 541 Madison Avenue, we found linen shirt-bags and shoe-bags that make grand gifts to meticulous men who travel a lot. These bags keep everything spotless, and you show a discerning eye for character by giving them to the right bachelor. (The shoe-bags cost about \$1.65 a pair; the shirt-bag, about \$6.50.) At this same worthy shop, you can order hand-painted enlargements of coats of arms, which are very impressive when framed and hung nonchalantly on the wall. The paintings cost only about \$2.60 and up and are certain to create a much greater satisfaction than the price suggests. The hooked rugs and chair covers made of silk stockings are as ingenious bits of old-fashioned modern work as I have seen. The tones of beige and brown and smoke colour that are worn today, combined in geometric designs, give an unbelievably modern effect and would fit into any of our most advanced decorators' rooms. The seat covers cost around \$5.50, and the prices of the rugs begin at about \$11.

• Wanamaker's have Shanklin cigarette boxes all equipped with that latest jeweller's trick—roll tops of black (or gay colours) and white—and chromium sides—very modern looking in a nice way. From about \$2. This is a safe gift, as there was never a house with enough cigarette boxes (full ones, I mean).

• At Altman's, we found a clipping book for our friend who always wants to show us a clipping, but never can find it in his desk drawers. The book is covered with leather and is full of clean, white, empty, perforated pages, which will be completely pasted over in a month. This costs about \$4.

• Boutross, at 448 Fifth Avenue, has a Teddy-bear that grunts and walks with that funny awkward waddle that is exclusive with bears and some people. This Teddy is all dressed up, which makes it even sillier. It is for

an old-fashioned child who, we hope, has some of our own sentimental feeling about Teddy-bears. (The price is about \$6.) Boutross also has three-section Kate Greenaway plates that fit into a nickel hot-water container and keep dull-looking cereal, mashed carrots, and apple sauce warm during the long period that most infants take to get them down. This is for the child who is too young to care what it gets for Christmas, but whose mother cares a lot. The price is about \$2.50.

• Crystal settings for jewels are getting bigger and bulkier and more and more popular. Lido Jewels, at 563 Madison Avenue, have their shop full of crystal and will reset your own jewels or put gems of their own into crystal settings. I saw a star sapphire, surrounded by diamonds, set in a crystal ring, that was really beautiful. The setting and the work cost only about \$50—of course, without the jewels. There were bracelets cut out of a solid piece of crystal with a band of rubies or diamonds set in, for about \$500.

• At Franklin Simon's, we found a cigarette box for that friend who complains that his cigarettes always taste like hay if they are left around in a steam-heated apartment. This box is equipped with something called a Vapofyer, which keeps it at the right humidity without any sordid-looking sponges lying around. There are several styles, in beautiful woods, models taken from old boxes with inlay and fine cabinetwork, and they cost about \$3.50 to \$5.

• People never get tired, apparently, of thinking up new cocktail gadgets—and there are plenty of people who adore them for gifts. Haynes Griffin, at 373 Madison Avenue, has bright little glass canes that you hook over cocktail glasses for the purpose of spearing any olives, onions, or cherries that lurk in the bottom. These are made in a variety of colours and cost all of about 50 cents a dozen.



COURT DE MIRO

Serve . . . and Give . . . Plum Pudding

WHEN dessert is a rite, not a gesture . . . serve Schrafft's Plum Pudding. For long years, Schrafft's cooks have turned out these chefs-d'oeuvre, made with loving care and the crown jewels of the edible world, packed in jolly holly bowls. Luscious currants, juicy seedless raisins, almonds tender but crisp, candied peels of lemons, oranges, citrons—milk and eggs such

as common tables never see—cunning spicery, and the generous glow of old brandy . . . with a brandy sauce recipe tucked in. Schrafft's Fruit Cake, too, with halved pecans, ruby-globed cherries, heart-warming brandy . . . Schrafft's Luxuro Chocolates and salted nuts. Check the Gift List for your own table . . . then for gifts to favored friends.

PLUM PUDDING

- ☐ 1¼ lbs. \$1.25
- ☐ 2 lbs. 2.00
- ☐ 3 lbs. 3.00

FRUIT CAKE

- ☐ 1½ lbs. 1.50
- ☐ 3 lbs. 3.00

CANDY per lb.

- ☐ Gold Chest 1.50
- ☐ Daisies 1.25
- ☐ Dresden 1.00

SCHRAFFT'S

COOKIES per doz.

- ☐ Assorted, boxed .45

DUNDEE CAKE

- ☐ 1½ lbs. 1.50
- ☐ 3 lbs. 3.00

GIFT BASKETS

- ☐ (Candy) (Cake and Candy) 5.00
- ☐ (Candy) (Cake and Candy) 7.50

Plus postage for mailing

SCHRAFFT'S, 556-5th Ave., New York . . . 16 West St., Boston . . . 1216 Chestnut St., Philadelphia . . . 418 So. Warren St., Syracuse

Enclosed find my check for \$.....

Please send with my gift card this item.....to the address below :

Please send me the items checked above:

Miss _____
Mrs. _____
Mr. _____
Street _____

Miss _____
Mrs. _____
Mr. _____
Street _____

City _____ State _____

City _____ State _____

TURNS WITH A GOURMET

THE other day, in a very superior Old-Fashioned cocktail, we discovered what we considered the largest and most delectable cherry we have ever encountered. Since, to our mind, the cherry and the stick of pineapple in an Old-Fashioned are almost as important as the calibre of the rye, we tracked this masterpiece to its source. This proved to be one of the Tea Garden cherries that are made especially for Old-Fashioneds and packed in regulation Old-Fashioned glasses. Undoubtedly, you have your own supply of handsome Old-Fashioned glasses with heavy glass bases, but don't think that a few extra ones aren't helpful when a cocktail party expands unexpectedly. There are larger and smaller Tea Garden cherries, too, and they are all so good!

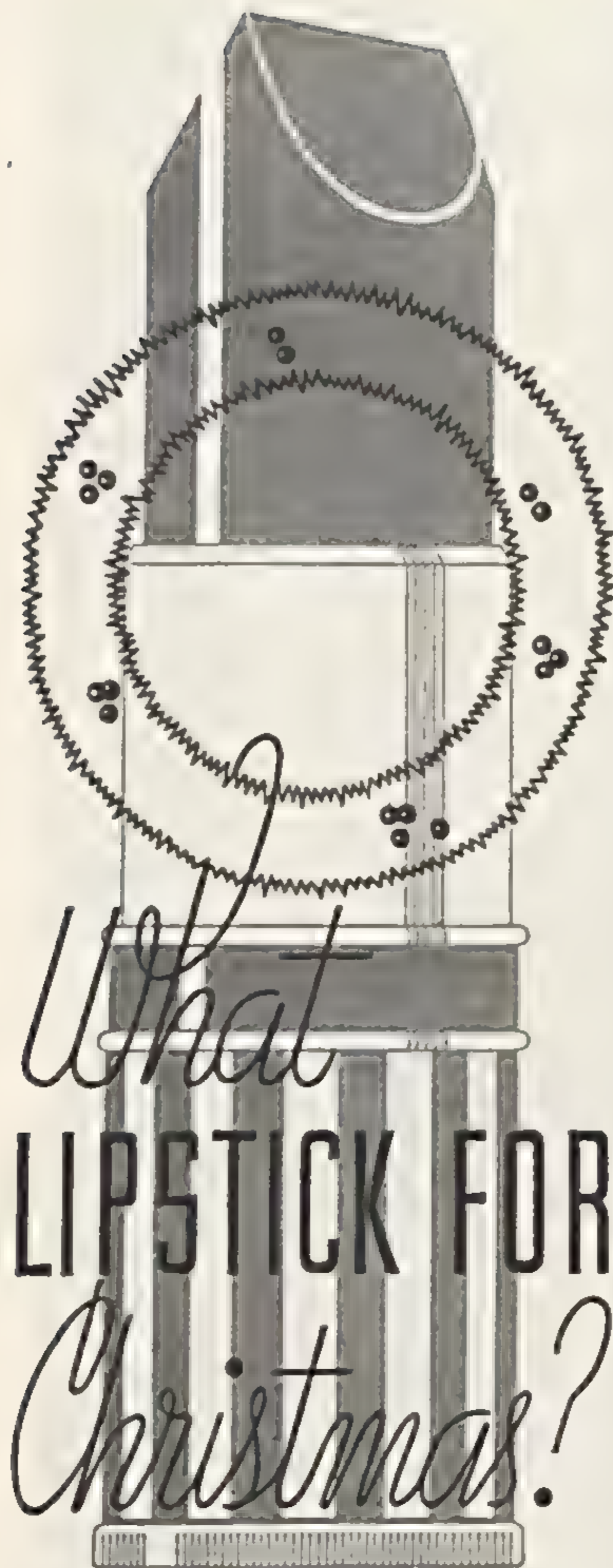
We remembered, upon encountering these, the aristocratic spot on the family pantry shelf that the jams and jellies of this name used to occupy. One thing we didn't remember, however, was the artichoke hearts. They are packed in oil, with the tiniest pearl onions and bits of pimento and herbs. We arranged some of these artichokes in the centre of an hors-d'œuvre tray in tiers, close together, with a ring of watercress around them, and very pretty they were. Also good. We did one of our pet stunts with them, dropping a cut clove of garlic into the olive-oil about an hour before the artichokes were served, as you do in French dressing. There are Tea Garden artichoke hearts without oil, too, and they are delicious for salad with a vinaigrette dressing. Have them well chilled and drain them thoroughly of their juice.

One of the *spécialités* of this company is something we have never seen before—whole picked apricots, each apricot beautifully firm and intact—grand with cold beef or lamb. The strawberry and raspberry preserves are delicious, and so is the youngberry, which was new to us—but doubtless you know that the youngberry is a cross between a loganberry and a dewberry, combining the best features of both. All these Tea Garden preserves, and the marmalade, as well, are of a beautiful consistency—not too thick, not too thin, but ju-ust right. You can't make a better gesture for a breakfast tray than to put one of them on it!

• Speaking of jams on breakfast trays, is there anything more incredibly hard to find than a nice little pot to put them in? We thought we had the matter settled and kept buying glass-lined pewter pots (which, we suspect, were really mustard-pots) for our own trays and for little wedding presents until whoever made them stopped doing so. Then, in the Arden Studios, scarcely the sort of place you would expect to encounter jam jars, we found the perfect one for a breakfast tray. It holds just enough marmalade for one person for one breakfast. Very modern, but right with any kind of service, and it doesn't cost much.

• Breakfast trays are a fetish of ours, anyway. To eat breakfast in any way other than from a tray seems almost an indecent beginning of the day from our personal point of view, and even if you only have fruit and tea—they should be perfect fruit and perfect tea. One practically perfect tea is Fortnum and Mason's King's Blend, with a beautiful spicy bouquet.

• Recently, what threatened to be a major tragedy occurred in the Vogue editorial offices. We were arranging the Whitman chocolates that you see in the silver dishes at the bottom of the page, and we had carefully planted one of the chocolates marked "Sampler" in the centre, so that you would know just what kind of candies they were. Into our office walked the dramatic editor, saw the "Sampler"-printed piece, murmured "hm, my favourite chocolate," and bounced it into her mouth before we could even scream "don't touch that." Being peace-loving at heart, we had to take it all as a tribute to the candies and sacrifice our brilliant idea. Everybody loves those Whitman Samplers, and we are bringing them up now because they are all done up with Merry Christmas for the holidays. In fact, all the Whitman chocolates and fruits and nuts are tied up with Christmas wrappings. One of our own reasons for liking them especially is that they are never too rich or gooey, and you can keep right on eating them. Those smart little silver dishes in which you see the Sampler candies in the photograph are new ones made by International Sterling.



Most assuredly, when you get credit for an exciting discovery

Patrons of the smarter New York shops are passing the word along: There is a new idea in lipsticks. In brief, it forms a thin, transparent film. *Your own lovely coloring shows through*—artfully heightened and accented. One application lasts all day.

Here is a charming gift—in perfect taste for any woman. Four shades: Light, Medium, the new, vivid Gringo Red, and Raspberry (preferred by many brunettes), at \$1.00.

Ask for Trulip at the better shops. If it is not yet available, write to DALARA, INC., 521 Fifth Avenue, New York.



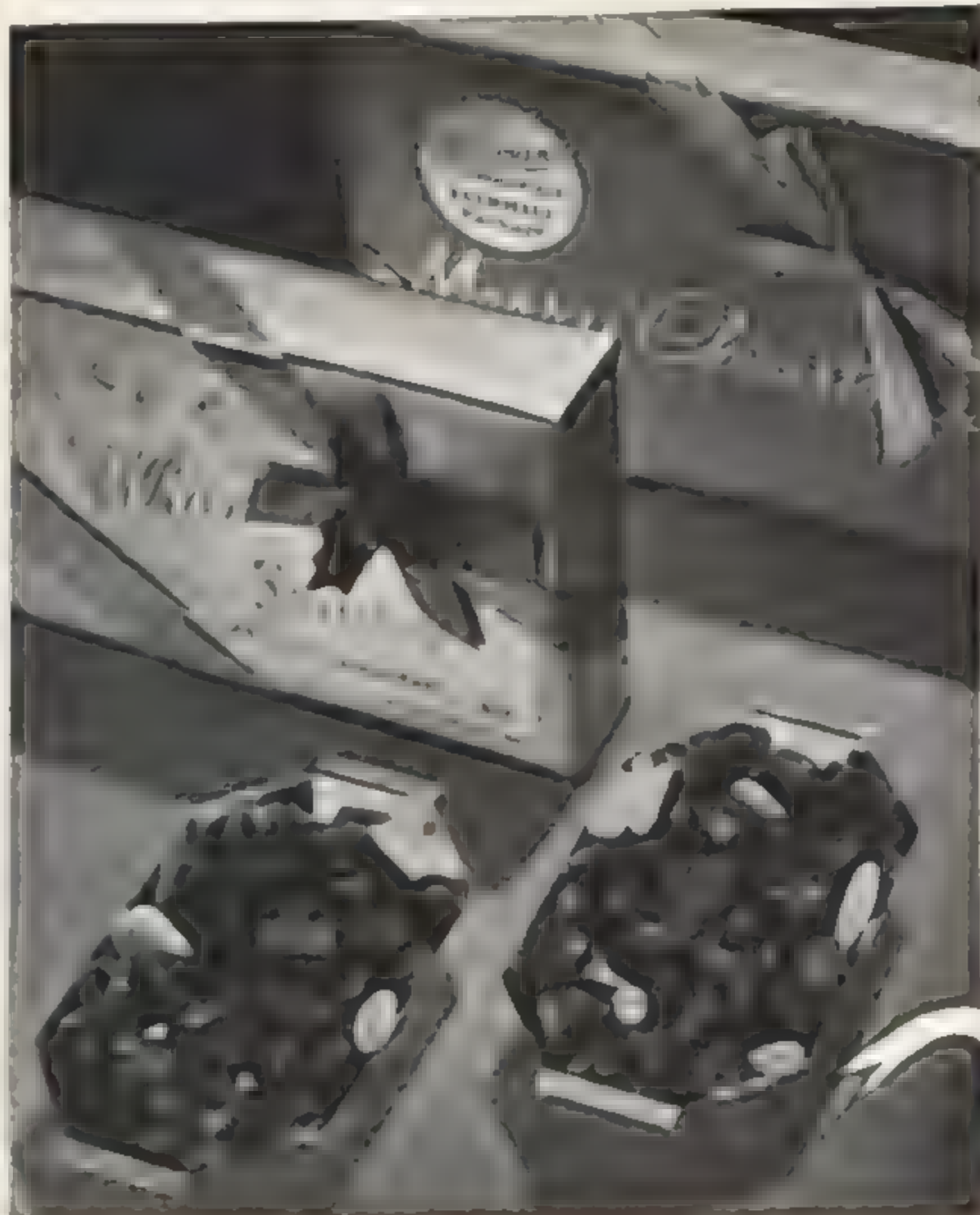
Put it on as you would any other lipstick.

Wait three or four minutes (no longer).



With a cleansing tissue, remove all that will rub off.

trulip
THE transparent LIPSTICK

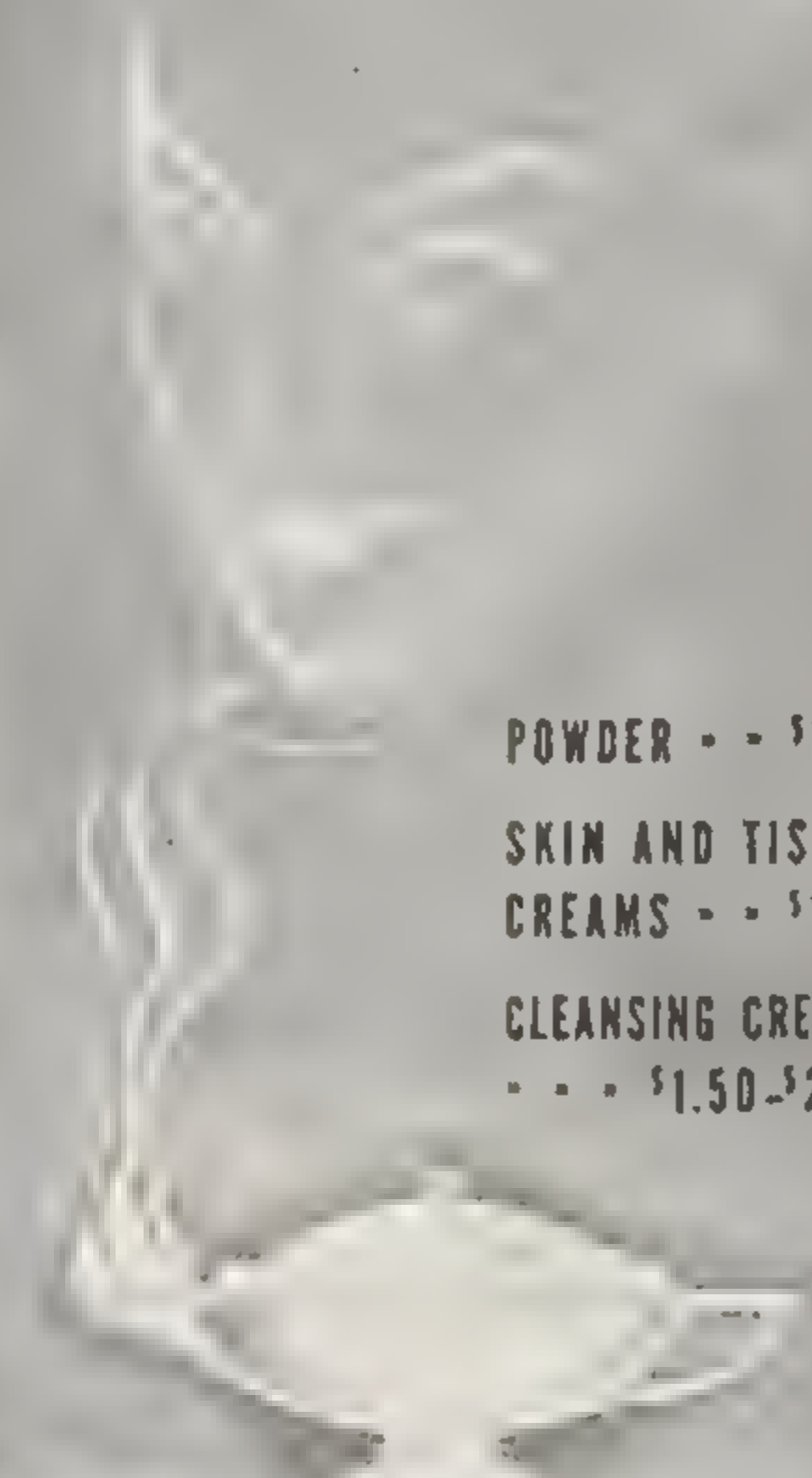


MARTINUS ANDERSEN

You will find your Whitman favourites, including the classic Sampler, done up in these merry Christmas trappings, for gift giving; in shops everywhere



JOURDAIN
COSMETICS



POWDER - - \$1.50

SKIN AND TISSUE
CREAMS - - \$1.50

CLEANSING CREAMS
- - - \$1.50-\$2.50

Incomparable
Cosmetics

FOR FASTIDIOUS WOMEN

JOURDAIN

NEW YORK - CLEVELAND



The 'Little Red'

In this one-room cottage at Saranac Lake, N. Y., called "Little Red," the modern treatment of tuberculosis began in 1885 because Dr. E. L. Trudeau discovered the value of rest in curing tuberculosis » » Progress has been made in the fight against tuberculosis, but it still kills more persons between 15 and 45 than any other disease » » Help conquer it by using Christmas Seals on your holiday letters and packages.



The National, State and Local Tuberculosis
Associations of the United States

BUY CHRISTMAS SEALS



STEICHEN

Hawaii via Matson Line

Leis of gorgeous blossoms . . . ancient custom symbolizing affectionate greeting . . . welcome the visitor to Hawaii. Photographed aboard the S. S. LURLINE at Honolulu.



En route to Hawaii.

South Sea days and nights furnish an ideal setting for perfect living and your giant, NEW Matson-Oceanic liners, *equipped with every device for your comfort and pleasure*, do the rest. A delightful way of learning at sea the plea-

asures in store for you in those Islands of perpetual summer. SAILINGS EVERY FEW DAYS . . . only 5 days from California . . . LOW FARES.

☆

Australia and New Zealand less than a fortnight beyond. Samoa and Fiji en route. Doubly

appealing because of modest fares. *Illustrated booklets, helpful advice are free at your Travel Agent's, or MATSON LINE · OCEANIC LINE, New York, 535 Fifth Avenue · Chicago, 230 North Michigan Avenue · San Francisco, 215 Market Street · Los Angeles, 730 South Broadway · Seattle, 814 Second Avenue · Portland, Ore., 327 Southwest Pine Street.*

S. S. LURLINE · S. S. MARIPOSA · S. S. MONTEREY · S. S. MALOLO

Originality
IN GIFTS . . .



The Original SKIN SOFTENER · · ONE DOLLAR
At All Toilet Goods Counters

Beautiful

PRACTICAL
New as Today

At Last, a Trouble Proof Bridge Table!

"Mi-Deal", specially designed to meet demand for convenience, durability and real beauty. Has all the "little things" that make for complete bridge comfort. Eliminates that annoying and frequent emptying, removing and up-setting of ash trays or glasses.

Roomy 32x32 top, choice of walnut or mahogany... smooth alcohol proof cork top in various colors, or four colors of Fabrikoid.



Smart, off-the-table drink containers fold out from sturdy, non-tippable octagonal legs, defying the elbows of even the most festive guests!

"Mi-Deal" folds with ease, stands with perfect sturdiness. No parts to wear out or get loose. Edge reinforced with metal, keeps cards off floor, protects against wear.

Butterfly corner ash trays of stamped metal with big capacity, flush with top so lunch cloths may be spread smoothly over them, yet lift out easily for emptying.

REPOSIT

A companion piece to "Mi-Deal"... the light, comfortable, roomy type of folding chair you've always wanted! Frames built like an airplane, of light, strong, non-breakable wood.



Upholstered seat drops down... released ends turn back, allowing chair to fold into flat space for easy storage. Comfortable, strong. Fabrikoid upholstery in black, green, tomato, white.

If Your Store Hasn't
Mi-Deal and Reposit
Write Direct to

MORAN & COMPANY
4TH & CEDAR ST.
SAINT PAUL, Minn.

PUTTING CHRISTMAS OVER

(CONTINUED FROM PAGE 45)

writer ever created a character known to so many millions of people.

Robinson:—Huh?

Smith: Sometimes, wearing that fur coat and hot beard, and shaking those fifteen thousand hands every day, I wish old Professor Moore had just put Santa into a tropical suit. But no matter. I just wish Moore was alive, so I could shake his hand.

SCENE IV.: Miss Cytherea Stuart, the artist, is gasping in her studio.

The Telephone: This is *Everywoman's Magazine*. Your Christmas cover is due. Don't say you have no ideas, Cyth. Just dust off that holly wreath you have used every year, put a pretty girl's face inside it, and it will be just as popular as usual. Get busy. It's our best-selling cover.

SCENE V.: Jack McBeath, America's most widely printed poet, is sitting on the Coney Island beach with three hundred thousand other sweltering human dots. Unlike them, he is working. He whistles as he works. A fitful breeze blows a manuscript from his hand into the lap of Judy Rourke.

Judy: Gee, Mister, what's this?

Jack: Something I wrote. Give it back.

Judy: (Reads it aloud)—

*Though you are far away
This Merry Christmas Day
We send our love to you.
Across the fields of snow
Our loving wishes go
For a Happy New Year, too.*

Jack: Give it back, please.

Judy: Say, Mister, it's awfully pretty. Did you write it for me?

Jack: For you and a million others, darling. Keep it if you like. I've a hundred more.

SCENE VI.: A farm in Maine. Mr. and Mrs. Ezra Tew are looking at a mountain covered with small firs.

Mrs. Tew: Potato crop failing. Less call this year for fried crab sandwiches. Not a boarder this whole season.

Ezra: Don't complain, Samantha. New York just called up for a quotation on fifty thousand Christmas trees.

At this point, Vogue's exhausted observer slid into a cracked-ice bath, stopped using the telephone, and gave up his project of asking a smart hotel chef if there is anything new this year in Christmas menus, and a fashionable florist if there are novel ideas in Christmas flowers and wreaths. There are. But when Christmas comes tugging at our heart-strings and purse-strings, all of us turn conservatives. We happily do the old, old things. Take the Gotham Grays, for instance. They will discover in November that there are no Christmas cards for sale in Martinique, and no fir-trees on the Virgin Isles. They will hurry into a Florida port and take the fastest train north, with Annie's mind on her family party, and Basil's on those thirty girls who want to take him to the Holiday Dance.

If you listen to Gotham Gray, as Christmas approaches, he will be professor enough to tell you some of its oldest rules and traditions.

1. Any girl who isn't kissed under the mistletoe won't be married for a year. Therefore, hang the mistletoe in a doorway to give every girl her chance; and to make things magically

certain, give her a berry from the mistletoe when she is kissed.

2. That the Yule Log will protect your house against evil spirits and ill-luck for a year if you remember to light it with clean hands.

3. That the Lord of Misrule (we are not pointing at any person in your city or national government) must precede the boar's head into your great hall, and that the head must be garnished with rosemary and have an apple in its mouth.

4. That you can not keep Christmas Eve without an old-fashioned wassail-bowl. This contains punch made either of "rich wine, highly spiced and sweetened," or of "ale mingled with nutmeg, ginger, sugar, and toast, together with roast apples."

5. That if you take nine holly leaves and tie them with nine knots into a handkerchief tucked under your pillow, you will surely dream of your fate.

Mr. Gray will also remind you that Mr. Gretner's intense interest in Christmas has been justified by Christmas sales every year for the past century. This year, on the authority of his trade association, Mr. Gretner and his fellow merchants have spent over a billion dollars for Christmas wares.

And finally, it is no discredit to follow Annie Gray's example and do your Christmas planning far ahead. In 1843, an unknown young man conceived an idea for a Christmas book. He started it in August, and it came out just a few days before Christmas, so it only sold six thousand copies that year. Since then, millions have been sold. Its name is *The Christmas Carol*, and Charles Dickens planned it walking through the summer streets of London "for fifteen or twenty miles a night, when all sober people were in bed."

But when it was done, "he let himself loose like a madman; such dinings, such winings, such dancings, such conjurings, such blind man's buffings, such theatre goings, such kissings-out of old years and kissings-in of new ones."

Which is just what your overheated observer of new Christmas ideas hopes will happen to you!

For there are no good "new" ideas for Christmas. It is too old a feast. Too many clever people have tried to improve on its celebration before you. Your hostess may hopefully splurge on venison and old Château Yquem. You will feel somewhat cheated if you don't get roast turkey or goose, plum pudding and champagne. Your lover may say it with orchids at other times, but at Christmas he should also present you with poinsettias, and Jerusalem cherries in pots. And your children may be very "modern" at other times, but ever since Queen Victoria imported her first *Weihnachtsbaum* from Germany in 1840, children have been Victorian enough to demand a Tree.

Monkey as you please with weddings and birthday parties—but leave Christmas alone! When it bursts upon you after all these months of futile efforts to be "different," the best originality is conservatism, the best gift from a bachelor to a maiden lady is something with enough jewels to show that he means business, the best gift from a rich relative to any young person is a thumping generous cheque.

**SILVER
IS THE IDEAL
CHRISTMAS
GIFT**

**WE SUGGEST
ALVIN
STERLING**



**BRIDAL
BOUQUET
REPOUSSE**

Six
Tea Spoons
As low as
\$6.00

ROMANTIQUE

Six
Tea Spoons
As low as
\$7.50



**BRIDAL BOUQUET REPOUSSE
HOLLOW WARE NOW AVAILABLE**



DELLA ROBBI	MARYLAND	MISS ALVIN
Six Tea Spoons As low as \$6.75	Six Tea Spoons As low as \$6.75	Six Tea Spoons As low as \$6.50

Complete pattern price lists sent FREE on request. Check price list wanted

☐ DELLA ROBBI ☐ ROMANTIQUE
☐ MISS ALVIN ☐ MARYLAND
☐ BRIDAL BOUQUET REPOUSSE

Send 10 cents for
**"THE CROWD COMES
TO OUR HOUSE"**

A booklet full of party suggestions
with recipes

THE ALVIN CORPORATION
Makers of Fine Silver for Half a Century
PROVIDENCE, RHODE ISLAND

Welcome Gifts



Ricardo Cortez in Warner Bros. Production of the "FIRE-BIRD" wearing Swank Evening Jewelry.

for men who dress well—day and evening



A man's evening jewelry stands out. Proper styling and true quality are important. There are Swank designs for the sophisticated—the conservative—all are correct—all in good taste. \$5.00—others lower and higher.



Swank daytime sets provide harmonious jewelry accessories in many designs of collar holders, cravat holders and cuff links. May be purchased separately or in sets.

Set \$3.50—others higher and lower.



Here is the new Bar Link, set with cabochon stones—an original Swank cuff link creation.

\$2.50—others lower and higher.

AT JEWELERS AND SMART MEN'S SHOPS
The Baer & Wilde Company, Attleboro, Mass.

SWANK

Jewelry Accessories for Men

SKIING IN AMERICA

(CONTINUED FROM PAGE 55)

could not be more becoming. The pull-on, hand-knit shoes, at the lower left on page 54, have bright red leather soles and are easy to slip on in the evening, after bulky ski boots are removed. The peasant shoes, above on page 55, are Arnold's copies of native Salzburg shoes—the coarse, hand-sewed effect and tongue are charming. Below them are a pair of *shells*, the right name for large, leather-

palmed mittens. The suspenders on the same page are of leather and are arranged so that you can carry a knapsack on your back. At the left on page 55 is Best's navy-blue wool gabardine ski suit with the new shorter plus-four trousers worn with canvas gaiters. The *dürndl* is what you wear at Peckett's for dinner. Of cotton or challis, it is like a short peasant dress, with a skirt that billows when you waltz.

GIFTS OF A LIFETIME

(CONTINUED FROM PAGE 106)

four large, deep dishes with covers, four salt containers, four peppers, a covered tureen with a ladle, and four ivory handles. The whole thing revolves over the heating apparatus and keeps the food warm. You couldn't have anything better for Sunday morning breakfasts, say, or buffet supper parties. There's a separate glass lining to put in the tureen, moreover, so that it can be used as a salad bowl. Pretty marvellous. And it costs about \$850.

Bonwit Teller has a most effulgent and luscious lingerie set made by Hélène Yrande—a nightgown, pillow, and throw all of a fascinating off-white satin. The nightgown, tied at the waist, is trimmed with knife-pleated dotted net; and the spread flaunts a large bow of brown satin. This sets you back about \$260.

Definitely in the illicit-gift class is a certain nightgown at Jay-Thorpe—of very sheer georgette crêpe with a yoke made of net appliqué all over with Alençon lace. The waist-line is high, the neck-line square in front and deep V behind—and its shirred shoulders form little sleeves. The price of this dangerous femininity is around \$95.

GIFTS FOR HOSTESSES, FROM SINGLE MEN: Here are some ways to repay, amply and grandly, all those dinners you've guzzled at Mrs. Blank's house year in, year out. That is, presuming you're the sort of man who lives in a small apartment that makes it impossible for you to repay in kind.

Stationery can be the plu-perfect gift, especially if you order it from Cartier and give your hostess boxes and boxes of it in her favourite shade for town and country. On the country paper, you might have the name of her estate engraved at the right. At the left, perhaps, those endearing little choo-choos, boats, letter-boxes, or any graphic indications of how to reach the place. For town paper, be content with only a monogram, occasionally with an address at the right; more often just the monogram or just the address!

Mexican silver is very beautiful—and very different looking. Paul Flato has some Mexican silver finger-bowls and dishes with fluted edges, very delicate for solid silver; and Mexican silver plates in all sizes. The price, moreover, is surprisingly reasonable.

Hostesses are, quite naturally, apt to be overjoyed at getting new place plates or other special bits of china. Black, Starr and Frost-Gorham have a new china department which is full

of objects on which they have exclusive rights in this country. A sure-fire present would be a tea-set of Irish belleek china, probably the thinnest and most transparent ever made, a rich lemon-pie colour inside, paler outside. The cups are made like deep-sea shells. Six plates, cups, and saucers, tea-pot, sugar, and cream would amount to about \$68. Give this to the woman whose variety in china is as bewildering as her variety in moods. And throw in some of Fortnum and Mason's Darjeeling tea. It's so good that it's practically a religion.

Perfume is a pretty personal gift, but you can't go far wrong if you give a lady Fortnum and Mason's Town and Country perfumes. Give them jointly. They're very good and English—and New.

Or how about a basket of the unparalleled delicacies from this smart English shop—brandied fruits, marrons, exotic pickles, et cetera? Or one containing their marvellous collection of hors-d'œuvres?

FOR HUSBANDS OR BEAUX: It's a touchy problem, giving grand gifts to men. Your choice is either wrong or embarrassing to them. But there are a few hints that might not ruin your reputation:

Mauboussin has very beautiful enamel Saint Christophers to put on his car (protection by faith). One of these ought to cut a wide swath in a man's eyes, as men are not only a more believing race than women, but—with their eternal boyishness—they adore gadgets they can nail on (about \$8).

Haven't you heard your husband complain about the measly size of his coffee-cups? Rush down to Fortnum and Mason, then, and buy him those great oversized café-au-lait cups that are so hard to find in this country. There are some in Tuscan ware with very large blue or red dragons on them—square in type and holding at least a pint. Or some Spode ones in bright red, with the cups lined in white.

If he's a game fiend, why not give him the top in backgammon boards? W. and J. Sloane have an exquisite English lacquer folding set with scalloped edges, made about 1820. The men and boxes were brought from China and are of delicately carved red and white ivory. The board is mostly black and gilt lacquer. Really, something pretty special. It costs about \$200.

For more spiritual gifts, look back at the paragraph on painting and sculpture. There's nothing sissy about owning either!

Manhattan Cocktails



NOTHING TO
ADD—ALREADY
MIXED FOR YOU!

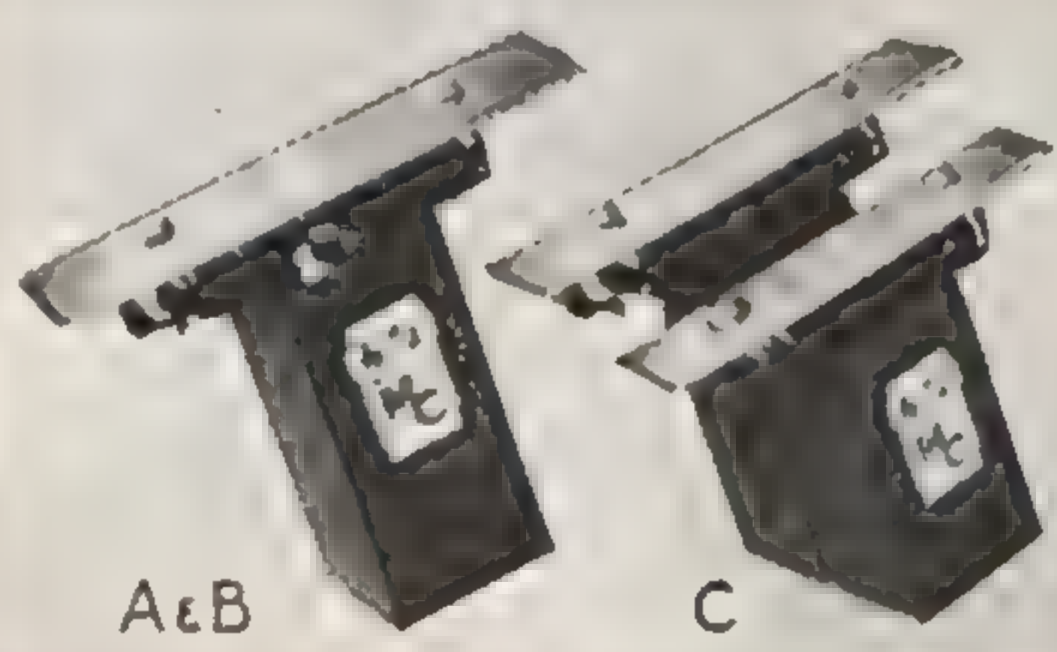
In tabloid... there's the rousing story of Julius Marcus Prepared Cocktails... great news for thousands weary of doing "kitchen duty" for a crowd! Nothing to add, simple to serve... thrilling as thirst quenchers! Also Martini, Bronx, Side Car, Bal Cardinal, Clover Club Cocktails. Whenever and wherever you want them!

If you're really still keen on mixing your own... we suggest Julius Marcus Liqueurs... expertly distilled since 1885. Send for free Cocktail Recipe Book to Original Julius Marcus, Inc., Jersey City, N.J. — Today!



JULIUS MARCUS Prepared COCKTAILS

GIVE A MELLO-CHIME FOR CHRISTMAS



REPLACE HARSH DOORBELL WITH MUSICAL CHIMES

Here's a Christmas gift that wins thanks the year round. A perfectly-toned musical chime instead of the hair-raising, rasping doorbell or buzzer. Mello-Chime is neat, compact, lasts a lifetime. Easily installed, using present wiring—just disconnect present wires and attach to one of the three models of "Mello-Chime". It pleases, delights, soothes the nerves. As little as \$1.95 or you can completely chime your home by buying all three models for \$9.65. In smart Xmas box. At leading stores everywhere, or mail coupon below.

MELLO-CHIME & SIGNAL CORP., Dept. A
220 West 42nd Street, N. Y.

Send Mello-Chime, postpaid, in gift box, in the models checked. Purchase price enclosed.

.....A (single chime).....\$1.95 plus postage
.....B (deeper tone).....2.95 ..
.....C (double chime).....4.75 ..

Name

Address

"THE SPIRIT BEHIND THE GIFT IS REFLECTED IN

THE CARE IN ITS SELECTION"

G. Matchabelli



Prince Matchabelli

Prince Matchabelli's distinguished perfumes, including Duchess of York, Ate Maria, Princess Marie and his new perfume, Grace Moore, in the celebrated Crown bottles, from \$4.50. Trial Crowns for your handbag, \$1 and \$2. In sets of three, \$3 and \$5.50. Lovely, lasting Sachets, in sets of six, \$4 and \$6. Aromizer, superior in action and ideal for travel, from \$15. New cigarette cases, \$2.50 and \$5. The new powder box of metal, enamel and gold, \$2; additional refills, \$1. Automatic indelible lipstick, \$1. Ingenious after compacts, single and double, \$2 and \$2.50. New large size, \$5. Gift set of powder, lipstick and compact, \$5. Lipstick, compact and Crown bottle of perfume, \$10. The evening bag containing flacon of perfume, compact and lipstick, from \$10. The new larger vanity bag containing cigarette case, lipstick and new large compact, from \$15. At the better shops.

Without doubt you, too, will prefer DEWAR'S*

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"Ne Plus Ultra"

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*Pronounced
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● Different in other ways, too. Richer in flavor. Better in body. More pleasing in bouquet. Somehow more satisfying. You can't judge Dewar's by any standards but its own.

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BRASS • COPPER • CHROMIUM
SPECIALTIES

BIG MOMENTS

(CONTINUED FROM PAGE 46)

in radiating lines—making an effect like the ribs of a fan.

• When Lanvin's mannequins came in, one after another, with breastplate arrangements on their chests. One with gigantic revers of stitched silver lamé on a black taffeta dress, shown on page 50. Another with an armour-like bib of stitched red velvet. Several with square bibs of black or silver paillettes. Bosoms—everywhere—are being given help by the dressmaker. Vionnet exaggerates your chest by draping pink satin over the bosom of a black velvet evening dress (shown on page 46) and by hanging a cascade of black fringe over the bosom of a black wool day dress. Marcel Rochas makes a pleated cape like a breastplate, in front only, on a black wool dress. And Worth exaggerates the bosom of a black moire dress by a mammoth white moire bib-jabot.

• When Schiaparelli took the notion to change shoulders or sleeves. Something interesting was bound to happen. And it did. Her high aim, now, is to make your shoulders slope like a cone. So she sets her sleeves into very high armholes. They literally crawl half-way up your shoulders. Occasionally, there is soft fulness at the top, or widely spaced rows of cording. And, to encourage the sloping line, she adds sloping collars or drapes around your shoulders a wide, soft scarf.

• When, at Lelong's and Lanvin's, you see sleeves of another ilk entirely. Graceful peasant sleeves—soft, full, and often shirred into the armholes. Lanvin's evening sleeves are often so full that they meet at the neck in back. Alix has quite another trick up her enormous sleeves. On one of her black wool day dresses, she tucks the top of enormous sleeves into the neck.

• When Alix's beautiful Corsican mannequin came out wearing a black wool jersey dinner-gown built like a mediaeval nun's robe—that was one of the most amusing moments of the Alix Collection. The robe was voluminous—folds and folds of material hung straight from the neck and held only at the waist by a silver belt.

• And when dress after dress passed before your incredulous eyes at Schiaparelli's—that was another high moment of the season. At long last, it seems that humans can live in glass clothes, if not glass houses. To be sure, it isn't the glass that windowpanes are made of, but some sort of unbreakable composition. If you handled it with care, you might take the blue satin dress with half of its tunic of transparent glass. Or the deep blue taffeta with an apron of rose glass—which Mrs. Harrison Williams, by the way, ordered. Or you might take an evening jacket of gaily striped glass . . . or a glass belt.

• Belts, incidentally, provide very entertaining moments throughout the Collections. Glass belts. White or black patent leather ones. A pearl chain

strung across the front of Patou's chic black wool dress. Cut-out leather belts. Gold kid belts on Lanvin's black evening dresses—and do wear them with gold kid shoes. Pigskin belts on Molyneux's black evening dresses—especially amusing when you wear pigskin gloves at the same time. Yes, for evening. Vionnet and Molyneux gird waists with enormously wide belts, wide as the turcos the Spahi troops wear.

• Flowers are strewn profusely over the evening mode. Nasturtiums bunched at the belt of a mango-orange dress. Gold buttercups massed around the throat of a black dress. Chrysanthemums at the waist. Necklaces of camellias. Patent leather daisies. Huge pink roses on the chest of Patou's dregs-of-wine velvet dress. Gold roses on Maggy Rouff's grey taffeta, shown on page 49.

• Finally—some of the most exciting moments of the Collections were caused by the new colours and fabrics. Mango—a soft, new orange, very kind to complexions. Muscat—a deep grape-blue. Encre de Chine—a blackish, inkish blue. Ginger—a rich brown. Parma-violet appears both day and night. So does grey. So does green. Pale pastels are floating back into the picture. And black remains unsurpassed.

• "Cosmic" is the name of a new Rayon tulle that you should know about if you're going to Palm Beach. It looks like two layers of tulle—one black, one white—put together to give a watered, moire effect. Schiaparelli used it for an evening dress shown on page 52. "Mélodie" crêpe is a new *gaufred* Rayon crêpe with raised motifs in the shape of musical notes—used in another Schiaparelli dress, on page 53. Creed uses yellow whipcord—exactly like what riding-pants are made of—for a tailored jacket worn with a black skirt. And it's terribly attractive. From Denmark came the new coarse peasant linens that Schiaparelli uses for the beach.

• At night—you'll see both sheer and stiff fabrics. Vaporous frail tulles, mousselines, chiffons, and laces side by side with crisp moires, changeable taffetas, and stiff satins. At Worth's, especially, you hear the rustle of these crisp fabrics, made into the most dramatic skirts. Cottons are drifting in for Southern wear—organdie and glazed piqué.

• Stripes and checks manage somehow to come back each year and to make you like them better than ever. Maggy Rouff has an amusing sports jacket of brilliant Persian-striped jersey—purple, red, green, and white. Schiaparelli has hand-woven blue wool jackets with bright red horizontal stripes. And checks—they're all over the place—neat, small silk ones for blouses; large table-cloth checks for evening dress; mammoth horse-blanket checks for country coats.





A Boon to Good Spirits

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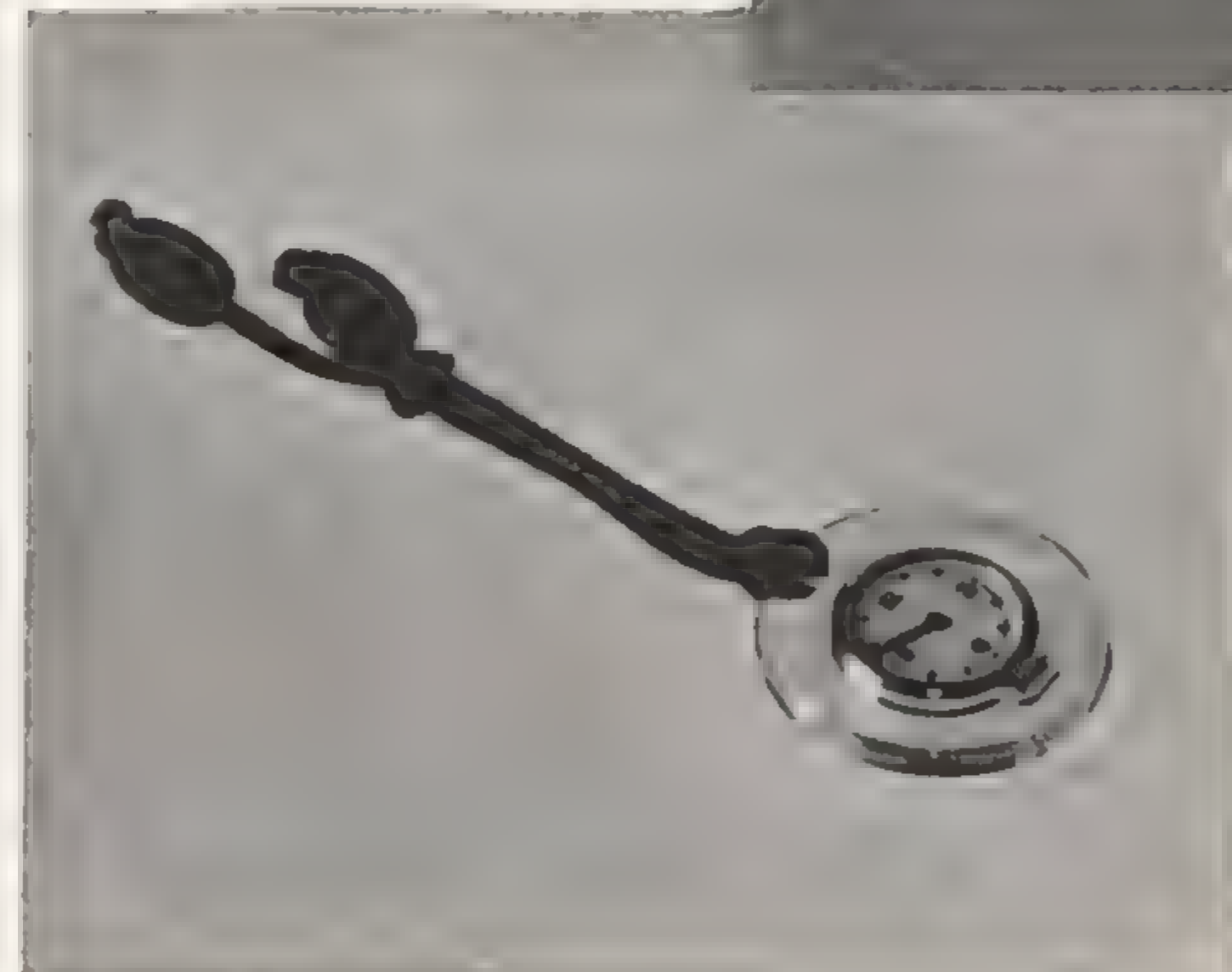
Women who understand the art of gracious living appreciate these exquisite duplicates of natural blossoms, on sale at leading department stores and gift shops. The Calart flower for December is the delicate cyclamen, shown above... charming for gifts. Get interesting illustrated booklet on "How to Arrange Flowers" from your dealer or write direct. It's FREE!



California Artificial
Flower Company
PROVIDENCE, R. I.



• Round and about on this page are photographs of gay new extravagances from Paris that are as satisfying to give as to receive. Above are jewels that Boucheron has fashioned of leather-like palm-tree wood. In the ring, the wood is set with diamonds. In the bracelet, it's combined with gold



• Above—Mauboussin's combination pocket and desk watch. Closed, it's a thin square of bejewelled white gold—a pocket watch. Opened, the case-front as a base, it's a desk watch

• Left — Mauboussin's evening watch for men, embedded in a crystal plaque and hung on a silk cord. In back, the works are exposed



• At the left and below —Boucheron's unusual vanity-case of white gold and precious stones. The wider end holds lipstick and rouge



HOYNINGER-HUENÉ, PARIS

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It's an utterly new idea in cheek make-up that's the rage of all Paris. The creation of Louis Philippe—world-famed colorist—whom the women of France follow like a religion.

It forever ends constant making up, during the day, in deceiving lights where you haven't a chance to know *how* you really look. And—it blends so perfectly into the skin that only an expert

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What It Is

Nothing just like it has ever been developed in a rouge. Hence its amazing results. So amazing that virtually every exclusive beauty shop in America and France today uses this method in cheek make-up.

It's an exquisite *cream rouge* called ANGELUS ROUGE INCARNAT. And because it is a cream rouge, it puts subtle color directly *into* your skin, not merely on the surface like a powder rouge. Thus it provides a *natural color that's really a part of your cheeks*. It goes *INTO* the skin and

STAYS there—soft and subtle, absolutely undetectable!

Try it just once and you'll never again go back to the uncertainty, artificiality and bother of a powder rouge compact. On every side women are quitting powder rouges for it.

Colors That Match Human Blood Tones

It comes in tones that match every complexion, eye-color and hair. Colors blended by Louis Philippe to tone exactly with the

warm, natural color of the human blood—and thus to end all artificiality, cheapness and unnaturalness in make-up.

You can use it on both your *lips* and *cheeks*, too. And thus gain a perfect color harmony. It comes in little red boxes, about the size of a quarter, and costs only a few cents. All drug and department stores have it with complete color charts to guide you to a happy color choice. Risk a few cents for a box and try it. You'll be amazed at what it does for you.

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•POPPY •LIGHT
•PANDORA •MEDIUM



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HOUSEHOLD NOËL

For a Regency or Empire room, these book-ends (right) are perfect. Of white composition, they have classic, modelled figures in relief. Touches of gilt and blue enliven these Borghese reproductions; from Olivette Falls



Another Borghese reproduction (left)—a white-and-gilt urn with a black marble base and a simple shade made into a smart drawing-room lamp. The cigarette box is of imitation porphyry and gilt; from Lord and Taylor

(Right) This smartly simple, polished rosewood cheese-board with its handles of ivory is mounted in sterling silver and stands on silver ball feet; accompanying silver knife of French Colonial design; from Brand-Chatillon



(Left) This large pressed glass sandwich plate is a reproduction in the early Victorian manner. Its ornate bordered edge is in effective contrast to the all-over fruit motif that forms the centre design. This is from Ovington

The two decorative casseroles and plate at the right are of Swedish ovenware and are made in a variety of sizes. These are in cream with a discreet brown edging and a small design. To be found at Wanamaker





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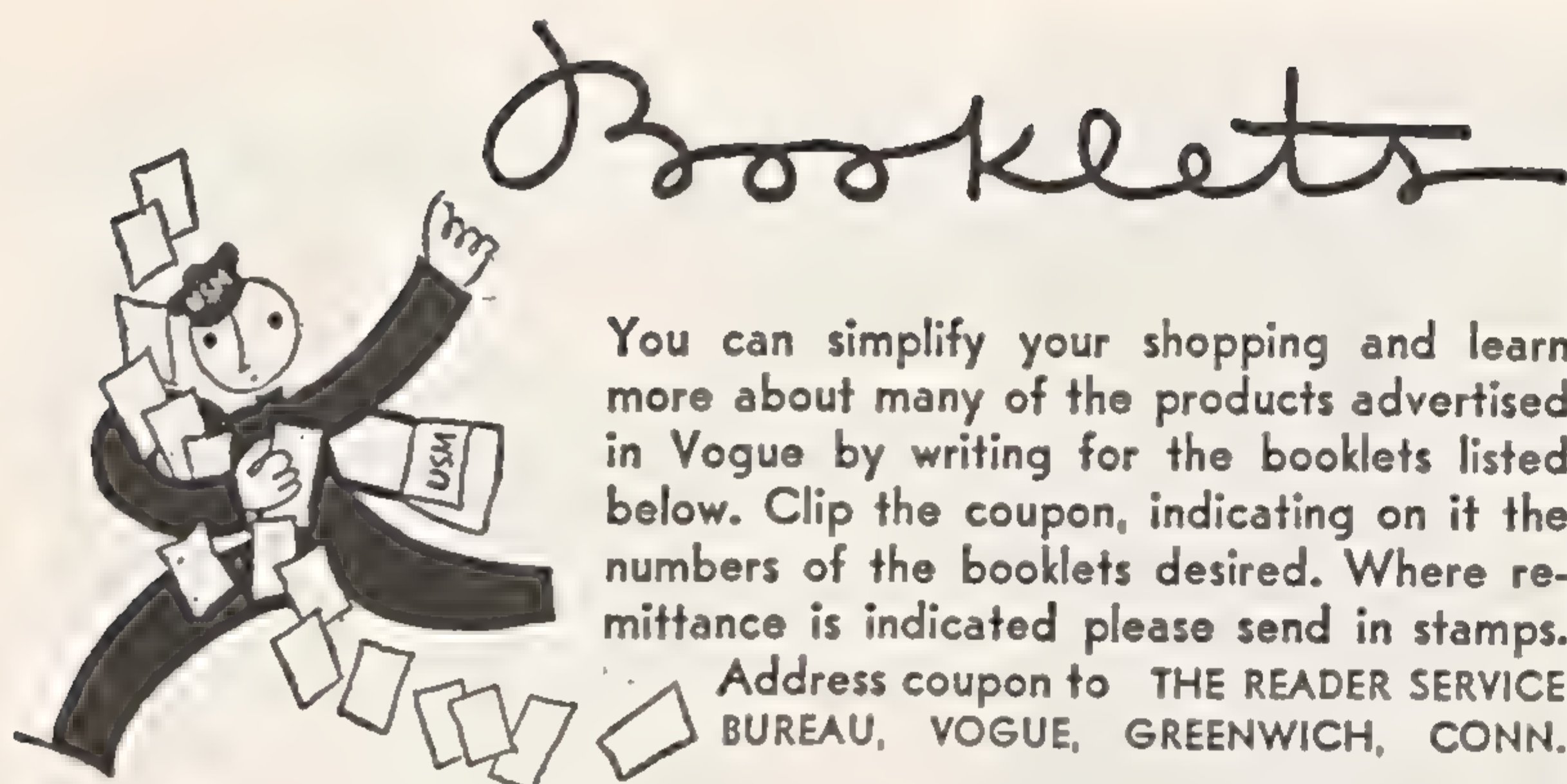
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104. ROSE LAIRD offers, on request, the booklet, "This Way to Loveliness", that gives not only excellent information for caring for your skin, hair and hands, but is illustrated with little sketches so that you can easily follow the directions. **ROSE LAIRD, 785 FIFTH AVENUE, NEW YORK.**

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111. LUXOR. Trial package of Moisture-Proof Powder, Rouge, and the new Special Formula Cream. Send 10c in stamps for postage. **LUXOR, LTD., 1335 WEST 31ST STREET, CHICAGO, ILL.**

112. PACQUIN'S HAND CREAM. Generous trial jar, on request. Send 10c in stamps to cover mailing. **PACQUIN LABORATORIES CORP., DEPT. 1-A, 101 WEST 31ST STREET, NEW YORK.**

113. POND'S CREAMS. Samples of Cold Cream and 2 other creams; and special boxes of Face Powder (give your preference for 3 different light shades or 3 different dark shades). Send 10c in stamps. **POND'S EXTRACT COMPANY, DEPT. K., 56 HUDSON STREET, NEW YORK.**

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115. INTERNATIONAL STERLING. Free booklet describing patterns sent on request. For the authoritative booklet, "Correct Table Settings", send 10c in stamps for mailing. **INTERNATIONAL SILVER COMPANY, WALLINGFORD, CONN.**

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118. MATRIX SHOES—with the patented moulded sole. New Fashion Announcement and name of your nearest dealer, on request. **E. P. REED & CO., ROCHESTER, NEW YORK.**

119. RED CROSS SHOES for foot-freedom and foot-beauty. New style booklet sent on request. **THE UNITED STATES SHOE CORPORATION, DEPT. V-94, CINCINNATI, OHIO.**

120. SELBY ARCH PRESERVER SHOES—made with the tiny patented "Arch Bridge". Booklet, "Why Should I Wear Arch Preserver Shoes?" sent on request. **SELBY SHOE COMPANY, 1050 7TH STREET, PORTSMOUTH, OHIO.**

121. "BELLE-SHARMEER" stockings, fashioned to fit your leg, as well as your foot size. Name of your nearest dealer on request. **WAYNE KNITTING MILLS, FORT WAYNE, INDIANA.**

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123. "FLEXEES". Foundation garments of Lastex, featuring "Twin-Control". Free style booklet, on request. **ARTISTIC BRASSIERE COMPANY, INC., 37 WEST 37TH STREET, NEW YORK.**

124. McCUTCHEON'S. Samples of fabrics sent on request. **DEPT. V-7, McCUTCHEON'S, FIFTH AVENUE AT 49TH STREET, NEW YORK.**

125. FIRESTONE "RAINBEAUS"—the rainy day footwear that is twin-styled to match the season's shoes. New style booklet, "Fair and Warmer", sent on request. **DEPT. V-1, FIRESTONE FOOTWEAR CO., HUDSON, MASS.**

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127. DUNHILL Ready-to-Wear or Made-to-Your-Order Clothes. Fashion booklet on request. **ALFRED DUNHILL OF LONDON, FIFTH AVENUE AND 50TH STREET, NEW YORK.**

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128. OSHKOSH TRUNKS AND LUGGAGE. Booklet, "Luggage Prescriptions", sent on request. **OSHKOSH TRUNKS, INC., 10 EAST 34TH STREET, NEW YORK.**

129. JAPAN. Booklet outlining itineraries of all-inclusive tours from your agent, or write **DEPT. V., JAPAN TOURIST BUREAU, 551 FIFTH AVENUE, NEW YORK.**

ACCESSORIES FOR CHRISTMAS



(Left) An Angora sweater and gloves are perfect for winter sports because of the turtle-neck and the freedom the gloves allow the fingers. Sweater, about \$7; gloves, about \$2.50; in melon, blue, rust, brown, green, black; Wanamaker



The snug, full-length wool peignoir (at the right) is machine-knit, of pale pink worsted, in a fancy sweater stitch. There is a tailored shirtmaker nightgown to match. Peignoir, about \$7; nightgown, about \$6. From Best



Made by a specialist in boots and saddles, the round leather single-thong belt at the left carries its rugged masculine quality even into the nickel eyelets and knobs over which it hooks in closing; about \$4; Best

The short, hand-sewed sports gloves at the right are of a hardy, pliable leather called "Anglo-Suède." They are in warm shades, which the maker calls beige and sandalwood; also black; about \$5.50; Bloomingdale's



The very smart Koré bag (left) is of black or brown suède. Your monogram is engraved at the back of the crystal ball, then magnified so that it becomes part of the design. It costs about \$18.50; Wanamaker

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sational. . . Try Special Formula Cream today. You smooth it on. It disappears. Supplying nourishment to the tissues, and deep cleansing to the pores—Then you massage lightly. Lo and behold, it reappears in a creamy white mask. From deep in the pores it brings a load of deep-pore dirt—Remove with tissues. Note how startlingly young and clean your skin is now—and best of all, ready to receive the powder. For Special Formula Cream is a splendid foundation. . . All toilet goods counters supply this spectacular cream in 55c and \$1.10 sizes.



LUXOR LTD. • CHICAGO • NEW YORK • PARIS

VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 37)

\$1 a pound, you can order from Sealy-Dresser a box of one, two, three, or five pounds of assorted fruit, picked when it is tree-ripened and then *glacé* so as to retain the true flavour. There are pears, peaches, apricots, and so on; apples, of course, some of them flavoured with mint or cinnamon. The latter are delicious when served with cold meats. These fruits are generally packed in cedar boxes, although specially filled bowls, trays, and jars may also be ordered.

WEB-FOOT DELICACIES

Other popular gifts put up by this house are its Oregon Packs—packages weighing at least ten pounds each and containing only Oregon products. The Rogue River Pack, costing about \$5.50, includes walnuts, filberts, date prunes, cheese, Pacific Ocean clams, and the famous Rogue River salmon. This is the Royal Chinook salmon, canned in whole cutlets. Most of the packs contain also the delicious Santiam Mountain Blackberry Preserves. The Santiam Pack has an excellent assortment for about \$2.50. The Crater Lake Pack is much larger and is very de luxe for about \$5.50. A mammoth decorated hamper has twelve different products for something like \$10.75. Shipping charges are extra, but not high. A ten-pound package sent from Oregon to New York costs around 60 cents. All merchandise is guaranteed to be delivered in perfect condition.

Just a word about the cheeses, lest you think they are of some ordinary variety. Tillamook, on the Oregon Coast, produces most of the cheese for which Oregon is famous far and wide. It is a mild, but rich cheese with a heavy cream content. For Christmas, Sealy-Dresser pack it in special two-pound bricks and also in small, round gems. These are included in the Christmas packs—or may be ordered separately at from 95 cents to \$1.50.

Meier and Frank Company, the great Portland department store, have a superlative grocery department that ships choice gifts to all parts of this country and Europe every Christmas. For about \$1.10 (plus 35 cents for expressage to any State), they will send a decorated Oregon box filled with large pitted prunes, apricots, cherries, and assorted shelled nuts. Other assortments of walnuts, filberts, cheese, apples, preserves, jams, and prunes range from about \$2 to \$5, according to content and weight. Other delicacies which are much ordered here around Christmas time are the fruit-cakes and the Old English plum puddings from the Meier and Frank bake shops; the Cascadian Oregon cheese; the gift boxes of Oregon apples; cans of Gilnetter salmon, Swiftwater salmon, Warrenton clams; and jars of Anderson's crabmeat.

If you like to give something gay and hand-made for Christmas, Mrs. Allen P. Noyes Shop can provide useful articles that are really distinctive. The address is 2317 Northwest Lovejoy Street, Portland, Oregon. This shop specializes in distinctive designs and embroideries. Tray sets of loosely woven linen with colourful designs and Italian hemstitched borders cost about \$4.50 (or about \$1.75 with the necessary materials if you want to do the hand-work yourself). There are knitting-bags

with Persian or Bulgarian designs—some with carved frames in the scissors type that stands upright. Smocks that would look gay in the garden are another specialty here. Cotton smocks cost from about \$4 to \$10. Hand-embroidered ones of linen or silk combine luscious colourings and range from about \$10 to \$30 each. This, among others, is a shop to note in your address-book for your next trip to the Coast.

Washington

• In the State of Washington is the Liberty Orchards Company, at Cashmere. Here is made the appealing candy called Aplets, that has come to be known all over the country. Aplets get their elusive flavour from the apple-juice and walnuts of which they're made. They can be had in one- to five-pound gift packages (about \$1 to \$5, respectively, including postage).

When you go to Seattle, you just *mustn't* miss the Old Curiosity Shop. It is on the Coleman Dock, right in the midst of the shipping business and has been there almost as long as there's been a Seattle. You can find anything here. Anything from ivory beads carved out of prehistoric teeth on up to totem-poles and whale jaw-bones, including big bear rugs and Esquimaux curiaux. The place belongs to J. E. Standley, who is eighty-one years young, at the peak of his career, and affectionately known as "Daddy."

Montana

• In Montana, at Kalispell, is the Big Arm Curio Shop, where there is an unusual collection of beaded apparel made by the Indians of that district. You will find all manner of beaded moccasins, beaded gauntlets, and grand buckskin coats and vests.

Wyoming

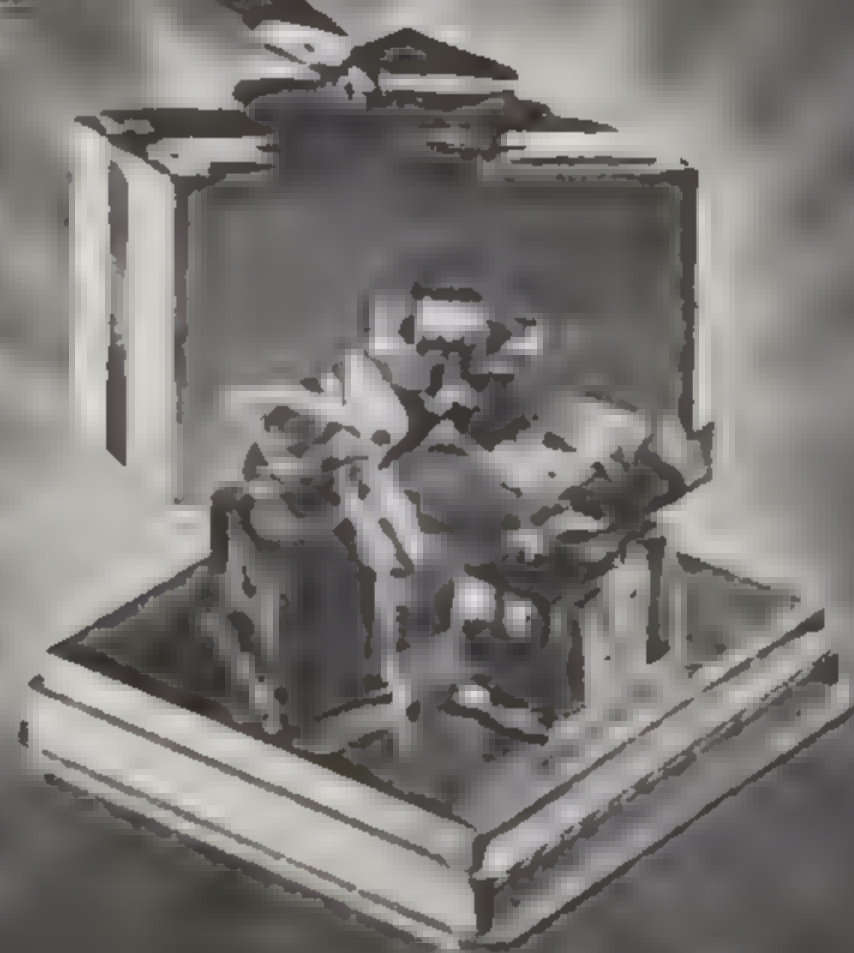
• Larry Larom, up at Valley Ranch (so popular with dudes), in Valley, Wyoming, has a ranch store and trading-post full of the most wonderful real West. He has practically the pick of the old West in Indian goods (some of them cost way up to \$200 or \$300, and worth it—others are very inexpensive): ancient beadwork, silver jewelry, and plain or beaded buckskin shirts that you won't be able to resist.

T. C. Molesworth, in Cody, runs the Shoshone Furniture Company, where he makes and sells some unusual Western furniture that is very gay, out of bright coloured leather and highly polished, highly knotty native pine. Mr. Molesworth also makes fire-screens so good-looking that if you haven't a library, gun-room, or hunting-lodge, you'll build one, just to have a place to put one of these screens. Hunting-scenes, rodeo scenes, and Indian groups are some of the subjects in iron on these screens.

At Laramie, at the State University, the Student's Craft Organization boosts Wyoming wool by making grand sleeping-bags filled with it, for about \$25—and adding the cheerful plea, "Help Mary's little lamb help Johnny through college."

In Casper is the Ruth Joy Studio, where Ruth Joy wrangles art and makes lamp-shades, letter baskets, and waste- (Continued on page 126)

Christmas Garden



Three exquisite perfumes...Gardenia, Wild Rose and Bouquet...have been assembled by

Lucretia Allen

Boston
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A whole library full of books for the improvement of your mind—here is *one* book for the improvement of your face.

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Vogue's Book of Beauty is a bible of practical information—covering every phase of beauty care that is of interest to the modern woman.

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Your HAT deserves a REST



THE newly patented Perfect Hat Rest is just as essential for your millinery as dress-hangers for your frocks. It helps retain the original lines of your hats. The old style hat stand, with the small knob-top was adequate in the days of stiff crowns. But the Perfect Hat Rest is ideal for modern soft crowns. It eliminates the bother of stuffing the crown with tissue paper. Made of metal, covered with Suede Finish material. Mounted on sectional stand, finished in the same material. Comes in soft, pastel colors. It is as ornamental as it is useful. Makes lovely gift or bridge prizes. If your dealer cannot supply you, we will send them postpaid for 75c each. Colors: Pink, Copen Blue, Lavender, Light Green and Biege.

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The Perfect Hat Rest



CRANE'S ON CHRISTMAS MORNING • A pleasure to give—a delight to receive—Crane's Fine Papers. Crane's is a gift of gifts, conveying a gracious compliment to the recipient and conferring a distinction upon the donor. • For your giving—and receiving—this Christmas we have prepared a brilliant series of fine papers and have boxed them gaily and smartly. Some gift collections offer two col-

ors of paper in one box, such as white and Wedgewood blue. Many of the papers are hand-bordered in one, two and three colors. All are correct in style and texture, and of Crane's high quality. • Leading stationers and jewelers are now showing

Crane's Fine Papers for Christmas.

You will find choosing them one of the pleasures of the holiday season.

MADE IN DALTON, MASSACHUSETTS

Crane's
FINE PAPERS



When resting at the Ambassador pool, between rehearsals of Los Angeles society's famous annual charity show, "Twenty Little Working Girls," given by the Assistance League, the photographer caught Miss Daisy Parsons and Mrs. Alexander Black enjoying a real Hawaiian "Here's How," made with DOLE Pineapple Juice.

"Here's How" for "Two Little Working Girls"

For a refreshing drink, there's nothing quite like a genuine Hawaiian "Here's How." Simple to make: Start with one-third of a glass of DOLE Pineapple Juice (unsweetened in the vacuum-packed can), one-fourth glass any other fruit juice—or one-fourth glass of your favorite mixer—plus half a lemon, seltzer, and cracked ice.

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Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

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340	\$2.00	S-3767	1.00
341	2.00	686160
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S-3765	1.00	686560
S-3766	1.00		

VOGUE COVERS THE COUNTRY

(CONTINUED FROM PAGE 124)

baskets that have Wild West and rancho scenes on them. They're fine for a boy's room or for a ranch-house of your own.

The Western Candle Shop, in Franconia, has candles with a fragrance that takes you right out into the sage-brush country. Iva M. Brown, who makes the candles, also has a cedar candle with cedar fragrance. All these candles are of various lengths and in attractive colours, and are a grand way to say "Merry Christmas from Wyoming."

Colorado

• Swinging southward, through gorgeous scenery, we come to Colorado Springs, where you can see the famous Van Briggles Art Pottery in the whole process of being potted. And you'll want to take away with you a piece of this stuff of which Colorado is made. Some of the shapes and glazes are unusually lovely.

Arizona

• In Phoenix, Arizona, is the Skiles Indian Shop, 16 North Central Avenue, displaying beautiful examples of Indian craft of the Southwest—Navajo and Chimayo blankets; Navajo and Zuni hand-wrought silver and turquoise jewellery; and hand-hammered cigarette boxes and ash-trays, and salad bowls and serving spoons, only one of a kind in design. Chimayo purses (made of the same hand-woven woolens as the Chimayo blankets) are lined by hand and fastened inside with a slide closing and clipped with a flat silver Indian ornament. They are colourful with monotone sports clothes. At the Edna Green Studios, 3311 North Central Avenue—with branch shops at the Arizona Biltmore and Westward Ho Hotels, Phoenix—is some primitive-looking garden furniture of Mexican and Indian origin, made of wood, pegged together, and covered with pigskin and cowhide. Arizona is a copper state, and Edna Green has designed some lovely bird baths, wall fountains, and a handsome pleated lamp-shade that goes particularly well with modern interiors, all of this native metal. Of course, you can also find Mexican glass and pottery here.

The N. Porter Saddle and Harness Company, on First and Adams Streets, Phoenix, is a fascinating place. Whether you follow the fillies yourself, or merely have a youngster in your family who wants to be a cowboy, you'll have the time of your life at Porter's. You can find Western saddles fancier than

the Alhambra itself, Stetson hats on the bigger-the-better plan, silver spurs and bits, lariats, fringed gauntlets, and the most gorgeous riding-boots in cowboy styles (with elaborate stitching and appliqué).

New Mexico

• In Santa Fé, New Mexico, the Old Mexico Shop is a place not to miss. This shop was one of the first to introduce Mexican handicrafts to this country. Zapotecan weaving, in striking luncheon sets and table-linens, Mexican glassware made by the Avalos Family—in the beautiful *agua marina* (sea-water blue), amethyst, bright cobalt, and clear green—; strings of pottery fruit, lacquered trays, and dull reddish Mexican pottery can all be found here. One particularly appealing idea for Christmas is the Chocolate Mexicano, or Mexican chocolate set. This steaming beverage originated in Mexico. Even the Aztecs knew all about it. The set consists of a pound package of Mexican chocolate; a big wooden swizzle-stick, or *molinillo*, for mixing and beating the chocolate to a froth; eight cups and saucers and a chocolate pot of dull red pottery with a white design—all for about \$3.95. Covered casseroles of the same heat-proof dull red pottery, which can be used for cooking, may be had in individual sizes from about forty-five cents up; and a nest of five baking dishes costs about \$1.75 a set.

The Southwest Arts and Crafts, in Santa Fé, lives up to its name. Blankets of all kinds, baskets made by the Hopi, Makah, and Papago Indians, Indian character dolls, moccasins, jewel work, and rugs. From Mexico, the Southwest Arts and Crafts has hand-made lace work that is very delicately done. "Our Lady of Guadalupe" glass bottles; Mexican candies (cactus candy, pecan candy, and *piñons*—pine-nuts); pottery fruit pieces. Here you can also find Santa Fé cloth in very attractive patterns and colours. It's a kind of homespun that is made here into the Corbatas de Santa Fé—a cravat; it would also make up into beautiful sports coats.

Texas

• Over in Paris, Texas, is a woman who makes salt-rising bread. Her name is Mrs. Annie Burke. Salt-rising bread, as you doubtless know, is an old-fashioned Southern treat made without yeast. Bread from Mrs. Burke's Bakery has been taken to all parts of the country, on account of its so delicious.

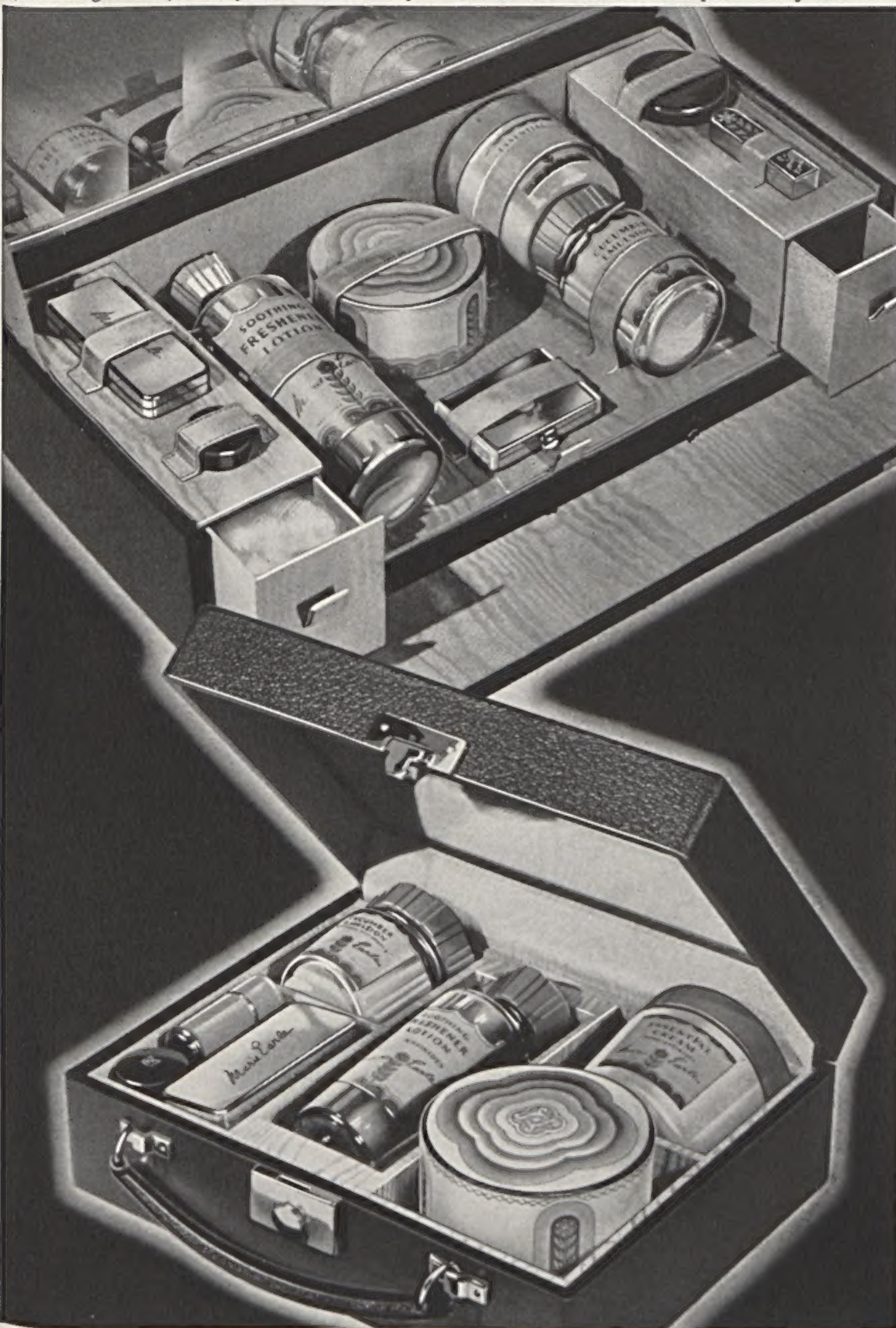
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At \$17.50—Marie Earle's Beauty Travel Kit has Essential Cream, Cucumber Emulsion, Soothing Freshener Lotion, Mascara, Eye Shadow, Face Powder, Single "Gold"-toned Compact, Blanc Gras (Finishing Cream); new, flat "one-hand" Lipstick; and two drawer-like compartments for cotton.

To Keep BEAUTY in Her Face...



At \$12.50—Marie Earle's Beauty "Jewel-Case": Smart with gilt clasps, rounded corners, good handle—this carries the Basic Treatment Trio:—Essential Cream, Cucumber Emulsion, Soothing Freshener Lotion; also Marie Earle's fine Face Powder, round Lipstick, Mascara, and Eye Shadow.

and your place bright in her memory—send one of these exciting new Kits by Marie Earle! Each represents an inspired way to keep and carry a complete "facial wardrobe"—Marie Earle's famous "Basic Treatment Trio" and her luxurious cosmetics to accent the beauty of a well-cared-for complexion. Each is encased in dark green leatherette, cream moire lined, and boasts a grand clear mirror. A gift utterly new, even to the woman who has "everything"—for these Kits have just been created.



At \$5—Marie Earle's Home-or-Travel Beauty Case: Perfect for use at dressing table, office desk drawer, or in overnight bag—this holds the Basic Treatment Trio plus Perfection Nourishing Oil, and Perfection Special Lotion.

Marie Earle
Salon for superior "facials"—714 Fifth Avenue, New York

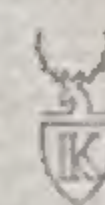
TO MAKE YOUR GIFT
LIST FAMOUS... CHOOSE

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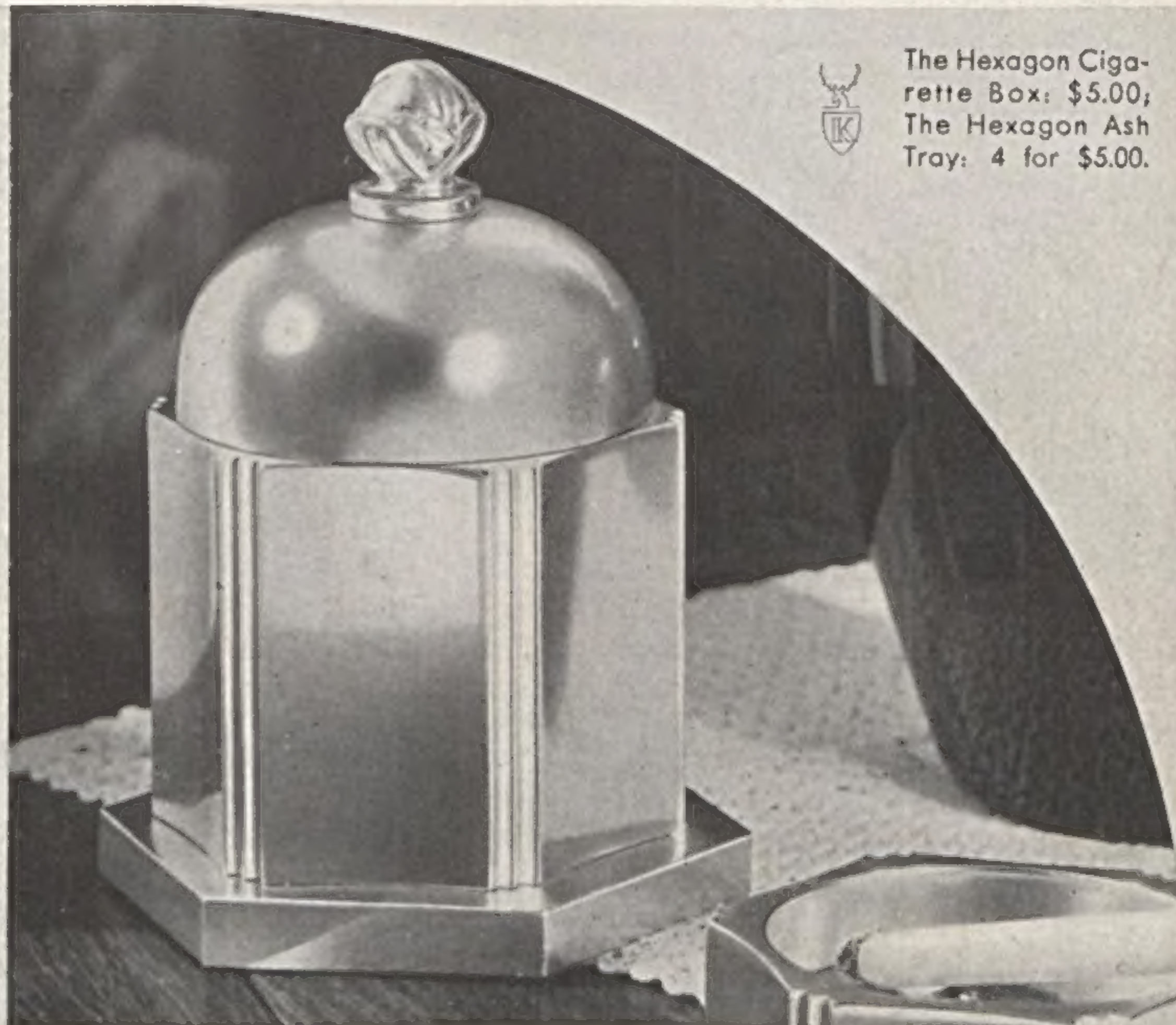
OF NEW KENSINGTON



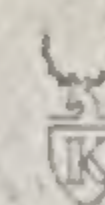
The Laurel Tray, 12 in., \$6.50; 15 in., \$8.00; 18 in., \$9.50.



The Hexagon Cigarette Box: \$5.00; The Hexagon Ash Tray: 4 for \$5.00.



The Nottingham Covered Jar: \$5.00.



The Waverly Desk Set: Five pieces, complete, \$20.25; also sold separately.



Here is Beauty that is more than Style... deep

● These are four of the sixty or more beautiful pieces that were originated by Kensington of New Kensington just in time to provide you with gifts that no one could ever have given before.

Crafted from a new metal that is suave with the lustre of

old silver, these pieces have a distinction of design that gives them heirloom significance.

Complete showings are now being made by leading department and jewelry stores, and specialty shops. You will find the prices far below what such authentic beauty usually commands.



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Avoid Regrets—Give Cutex Sets



FASHION has commanded glamour, glitter and gorgeousness as the order of 1935, and any girl whose finger and toe nails aren't tipped with bright, exciting colors is going to feel like a Cinderella in the ashes!

So don't let any nice things of your acquaintance acquire an inferiority complex this Christmas! The solution is too simple . . . Just select the Cutex Set that fits your purse

—one of them is sure to—and reap your reward of grateful oohs and aahs.

The happy lady will appreciate your choosing Cutex . . . because the Cutex Sets are so complete, so convenient to use, and pack in a bag. And every last accessory is chosen by the World's Manicure Authority. She knows her Cutex-cared-for hands will set her off from now on as the smartest thing in town!

NORTHAM WARREN • New York, Montreal, London, Paris

A THE CUTEX COMPACT SET. Gives a complete manicure—and many of them—for only 50¢. The best value of the year!

B THE CUTEX CLUB KIT. A real leather case which holds absolutely everything for a manicure. Very, very luxurious—for \$4.00.

C THE CUTEX 5-MINUTE SET. A handsome bakelite box containing generous bottles of the manicure necessities, and lots of accessories, \$1.00.

There are two sets besides those shown: The handy Cutex Traveling Set, also at home in boudoir or desk—\$1.50. The beautiful Cutex Maplewood Set, a modern polished maple box—\$2.50.